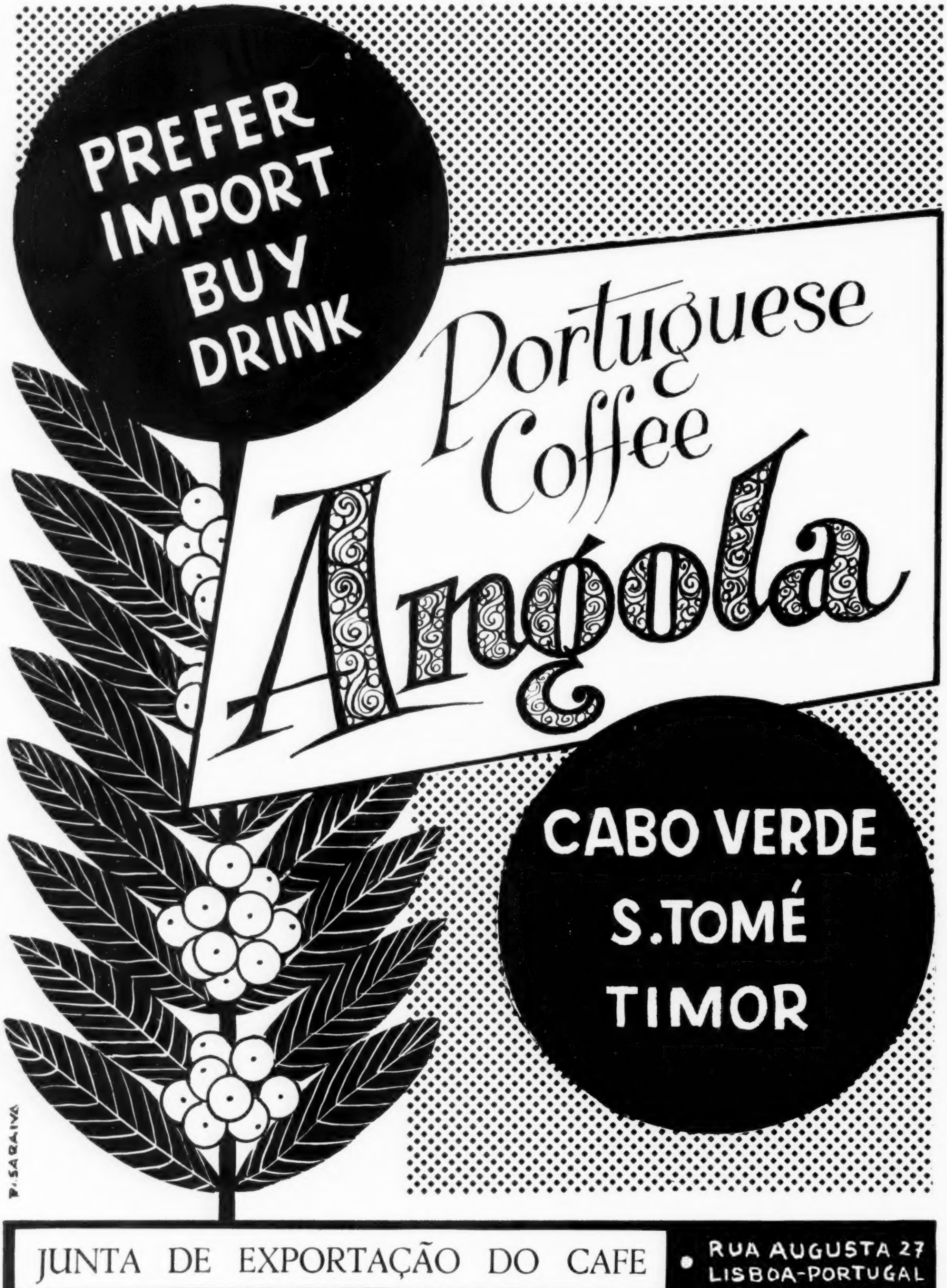
FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

## and The Flavor Field

82nd YEAR OCTOBER, 1959

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## HARK—THE THUNDER OF MARCHING FEET AS

# thousands join the crusade . . .


WATCH FOR THE SECOND AD

**LIFE October 19**

**LOOK November 10**

Here's a preview of the second advertisement in the campaign that has already provoked so much interest. This campaign was created to battle the coffee stretching habit that has been restricting coffee sales. Although the Honest Coffee Crusade is light and good humored it fights hard against diluted coffee.

**PAN-AMERICAN COFFEE BUREAU,** 120 Wall St., New York 5, N.Y.

Formerly **THE SPICE MILL**

# COFFEE & TEA INDUSTRIES
## and The Flavor Field

82nd Year | October, 1959 | Vol. 82, No. 10



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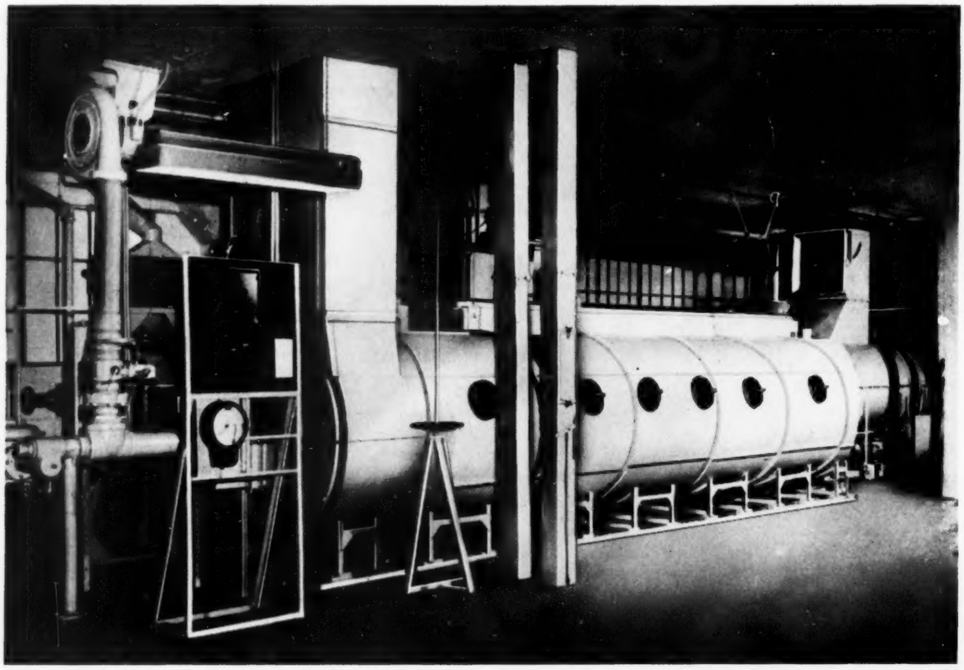
82nd Year — THE SPICE MILL — T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**

# WHY? BURNS ASSURES THE BEST IN TRULY AUTOMATIC COFFEE ROASTING AND COOLING



With Burns combined continuous roaster and cooler, your roasting **operation** becomes truly automatic — always under precise control, yet demanding a minimum of attention.

Not only does development stay even, hour after hour, but there's a noticeable gain in **quality.** The volatile aromatics driven off by ordinary methods are preserved by Burns shorter roasting period. Degeneration of surface fats, waxes and natural oxidants in the beans is prevented by a lower roasting temperature than previously possible. The result is richer flavor, fuller body, deeper aroma, lasting freshness — every bean uniform in color from center to surface and throughout the roast.

Why not discuss your roasting problems with Burns engineers? There is no obligation, and you can be assured of an informed dependable opinion based on 90 years service to the coffee trade.

**JABEZ BURNS AND SONS, INC.**
ENGINEERS
NEW YORK CHICAGO
DALLAS SAN FRANCISCO
600 WEST 43rd STREET • NEW YORK 36, N. Y.

# *"Tea's hot!"*

## 1959 Convention

## Tea Association of the U. S. A., Inc.

A COFFEE & TEA INDUSTRIES "FACT - REFERENCE" SECTION

# "interest, inform, excite"

***the thinking behind the program — business, social, sports***

By C. B. DELANO, Chairman
Convention Committee
Tea Association of the U.S.A.

In the past year, probably no single subject has received more consideration, been discussed more often, than the question of the type of business program that should be developed for the Tea Association's annual conventions.

After all, the basic function of any convention is to interest, inform and excite. Why else should thousands and thousands of companies spend many millions of dollars for their executives to attend industry meetings?

At the Joint Meeting of the Directors of the Tea Association, the Tea Council and the Junior Board last May, where the convention program was the principal subject of the agenda, it was "agreed that the concept of the over-all tea convention business program should be to provide news and interesting analyses on tea, plus broader topics giving stimulating, fresh insight into the economic social and political world in which we live."

That quotation from the minutes of the Joint Directors' meeting has been our definitive guide in planning your business sessions at this year's convention.

As a result, your Convention Committee believes it has put together a strong, dynamic program for you.

Here are the details so that you may judge for yourself:

News about the Far East is vital to all of us. It's the home of our raw material, the source of all we have to sell. Giving us firsthand insight into this area will be:

M. Gopala Menon, Minister, Consul General of India in New York City; R. S. S. Gunewardene, Ambassador of Ceylon; M. Notowidigo, Ambassador of Indonesia.

Tea's challenges and opportunities in its two markets, the grocery and institutional fields, will be covered by:

Warren J. Cousins, Vice President, A. C. Nielsen Co.; Max Zimmerman, President, Super Market

## Tea's 1959 Convention — Objectives

Merchandising; Raymond C. Matson, President, National Restaurant Association; Howard B. Meek, Dean, Cornell School of Hotel Administration.

The Tea Council program will be highlighted by:

Robert Smallwood, Chairman, Tea Council of the U. S. A., Inc.; Charles M. Dering, Account Executive, Leo Burnett Co., Inc.; Fred Rosen, Fred Rosen Associates, Inc.

Two special features are planned in connection with the Tea Council report. One is the presentation of the second "He-Man Tea-Man" award from the platform on Tuesday, November 3rd. You'll remember that last year's winner was Bill Skowron. The votes are still being counted for this year's winner, but it will be a nationally known sports figure.

Secondly, Tom Lee, of Tom Lee, Ltd., a world famous display and exhibit expert just back from Moscow, where he worked on the U. S. A. Exposition, will review a year's program of exhibits and features for the Tea Center.

Two other very special features also will be waiting for you. We have been fortunate in obtaining Russell H. Hassler, Associate Dean, Graduate School of Business Administration, Harvard University, as a speaker on the management challenges facing business.

Finally, Vance Packard, whose "Status Seekers" has been the leading non-fiction best seller for months (following hard on the heels of his first great success "Hidden Persuaders"), will wind up our business program.

On the social side, you'll be treated and feted as never before. The allied trades-sponsored cocktail party on Sunday evening has become an established and most welcome tradition.

On Monday night, the theme is "United Nations." We believe this gives you more flexibility for costuming than ever before. There are 82 nations that belong to the United Nations. Take your pick. Choose your costume from any country and any society section of society and win a fabulous prize on "United Nations Night."

Tuesday is both more relaxed and more formal. It's relaxed because most of us will have slowed down a bit, but formal in dress for an "Autumn Ball."

Both nights we will have Sonny Kippe and his orchestra to provide music that is continuous, appropriate, light, gay and—above all—danceable.

Well, that's about it. The Greenbrier in the fall will be a wonderful home for four days of Tea Association convention.

Tom Dannemiller, convention vice chairman, and myself look forward to seeing you there.

## "hottest convention yet!"

By P. C. IRWIN, JR., President
Tea Association of the U.S.A.

The Tea Association's 14th annual convention is a bit later than usual this year. But, I can assure you that from November 1st-4th at The Greenbrier you are going to be part of the "hottest" convention in years.

Elsewhere in this magazine you can read Brad Delano's review of the business and social programs that have been planned for you. With Tom Dannemiller's help as convention vice chairman—and with the time consuming assistance of all the other hard-working members of the Convention Committee—no effort has been spared to give you what you have come to expect, one of the finest annual industry meetings held in the United States.

Our theme this year reflects a conviction I have heard expressed often in the past few months—*"Tea's Hot."* Now we all know what "tea" is, but let me present the proper definition of "hot." After all, it does mean many things, such as high in temperature, stolen merchandise, passionate, etc. In context with the convention theme, however, "hot" means "exciting" and, as Webster puts it, "very close to the object or solution sought."

At the Tea Association directors' meetings this year there has been a pervading spirit of "we're moving in the right direction." Positive action and a sense of accomplishment have a way of breeding this air of confidence, and confidence is an essential to progress.

Here are just two simple examples that illustrate how your Association has been working to create a "Tea's Hot" attitude these past few months.

Based on recommendations of the Brewing and Grocery Merchandising Committees, an official industry recommendation on approved brewing instructions for the one-quarter ounce tea bag has been formulated. Long overdue and urgently needed, the official positiont of the Tea Association on this matter is being widely publicized. In time this action should help to standardize the handling of the one-quarter ounce pack, to the benefit of all.

Then there is the matter of Armed Forces tea procurement information. Stimulated by the Junior Board, a clear, concise review of how to put one's company in a position to

(*Continued on page 30*)

# great opportunity for hot tea

**the current trend is growth — but not fast enough, in relation to the amazing possibilities indicated**

By W. GARDNER BARKER, President
Thomas J. Lipton, Inc.

People in the United States tea industry hardly need any reminder that a definite turning point in this business occurs every fall. This is the time, of course, when major promotional emphasis shifts from iced tea to hot tea.

Certainly I have no desire to underplay the importance of iced tea in any way. An outstanding job has been done on developing a growing market for this beverage over the years. Popularity of iced tea has become widespread, and its acceptance well established among all consumer groups throughout the U. S. While the peak of iced tea drinking continues to be closely associated with warm weather, millions of Americans now serve it at meals and between meals the year around.

But marketing people in the industry often refer to tea as two beverages, and I heartily agree with this concept. It is clear that the problems and opportunities on hot tea differ from those on iced tea, and should therefore be handled in a separate manner.

Frankly, I am very much impressed by two facts on hot tea: first, its current position in the total U. S. tea picture; and second, the enormous potential of this drink in the overall beverage market.

Consumer research tells us that about two-thirds of all the tea used in this country is served as hot tea. Moreover, the trend of tea sales during colder months has been increasing at a somewhat faster rate than summertime volume in recent years.

Regarding potential, we know that America is the second largest importing country of tea in the world. This is good. Yet based upon per capita use, our position on hot tea is relatively low. The average Briton, for example, drinks 20 times more hot tea than we do; the Australian 12 times more; the Canadian five times more; and the Hollander three times more. Many competitive beverages are available and vigorously promoted in those countries, but tea continues to show excellent sales performance.

The job of persuading large numbers of consumers to change their basic habits is always a tough assignment. This may be more true of beverages than other products, but I have serious doubts about that. After all, the record books give graphic illustration of many dramatic victories in the field of American food and beverage marketing over the past 25 years.

In seeking a bigger market for hot tea, we already have a good foundation on which to build. Real progress has been made since 1950, when the industry launched its organized attack on the downsliding trend of tea consumption in this country. The decline was stopped—indeed it was reversed—in just three short years, and sales from that time on have continued to climb. My only point is that the current growth trend is too slow in relation to the amazing possibilities indicated.

As we enter the fall season of 1959, I feel convinced that a great opportunity exists for another industrywide attack on a highly organized basis—this time aimed straight at hiking up tea's share in the total hot beverage market. Almost every family is familiar with the product, tea itself is found in over eight out of ten U. S. homes, and this is the time of year when hot drinks are consumed with increased frequency.

As might be gathered from these remarks, I firmly believe that a faster rate of growth can be achieved on tea sales in this country. The task now before us, on hot tea, requires the best possible application of our creative skills in the design and execution of effective advertising, publicity and merchandising activities. This calls for lots of work, but the results will be worth every ounce of coordinated effort we of the whole industry put into this important program.

### David White named TA director

David White, of Salada-Shirriff-Horsey, Inc., Woburn, Mass., has been elected a director of the Tea Association of the U. S. A.

He fills the balance of the term left by Ernest Griffith, formerly with Salada-Shirriff-Horsey, Inc.

## Tea's 1959 Convention — Background

# the tea we import

### a capsule summary of main trends

By WILLIAM F. DOBBINS, Import Division
Foreign Agricultural Service
U. S. Department of Agriculture

More tea is drunk by more people throughout the world than any other prepared beverage.

Many Americans find this hard to believe, since in this country the coffee-break has become firmly established as a national custom. Yet if one considers that tea is the preferred beverage in many of the heavily populated Asian countries, tea's claim of leadership seems more valid. Even though in terms of actual weight, more coffee than tea is used, the cup-yielding ability of a pound of tea is much greater than that of coffee.

Tea's position in the world is measured not only by the pleasure so many derive from drinking it, but also by its importance to the economy of those countries where it is grown.

In India and Ceylon, the largest producing countries, tea is the biggest earner of foreign exchange. Revenue obtained from its sale in the markets of the world is used to advance the economic progress of these countries. Any loss of overseas markets and the accompanying decline in tea exports spells trouble.

Among some of the less developed countries in Africa, tea growing is a relatively new and rapidly expanding industry, and tea exports are being counted on as an exchange earner to help finance future expansion programs.

The United States is a big customer for the tea-growing countries of the world, since it must import all that it drinks. Measured in pounds, the United States is the world's largest importer of tea. But even in this position, the United States cannot be classed as a tea-drinking nation; it ranks second primarily because of its size and not its thirst.

The United Kingdom, the largest tea-using country in the world, even with its smaller population annually imports about four times as much tea as the United States.

Tea enters the United States duty-free, but under the Tea Importation Act, it must meet the minimum standards adopted for the particular type and kinds to be imported. These standards are set each year by the seven-member board, each member of which must be a tea expert.

During the 15 years preceding World War II (1926-1940) U. S. imports of tea averaged 90,000,000 lbs. Imports ranged from a low of 76,000,000 lbs. in 1934 to a high of 99,000,000 lbs. in 1940.

In the 13 years following the war (1946-1958), imports increased 9% to 98,000,000 lbs. During this time, the smallest quantity of tea, 67,000,000 lbs., was imported during 1947 and imports of 115,000,000 lbs. were greatest during 1954.

While imports during the prewar period approached 100,000,000 lbs., in no year was this total reached. Postwar imports of over 100,000,000 lbs. have been attained during the past six years.

Two strictly American institutions that have probably increased tea imports are the tea bag and iced tea.

As for tea bags, the U. S. is probably the only country where they have wide acceptance, and during 1958 about 56% of the tea purchased in this country was in this form. Like the tea bag, iced tea has never proved very popular abroad. However, its popularity has reached such proportions in the United States that it is called by many a national summertime beverage. One thing seems certain: if more tea is to be drunk in this country, both of these items will continue to play an important role.

While we are importing greater quantities of tea today, the gains made in imports have been overshadowed by larger increases in population.

Civilian per capita use and U. S. imports of tea in the postwar era were highest during 1954, when coffee prices reached unprecedented levels. Accompanying this return to more normal coffee prices during 1955 was a decline in tea-drinking in the United States. There was a further slight decline in tea use during 1956, but since that time, per capita use has remained relatively stable. The curtailment of this downward trend possibly reflects the stepped up promotional and advertising campaigns carried on by the various segments of the tea trade.

More spectacular than the rate that U. S. imports have increased has been the complete change during the past 50 years in the type of tea preferred by the American consumer. Before World War I, U. S. imports were predominantly green tea. In 1910, imports consisted of 72% green, oolong and other types, with black tea accounting for only 28% of the total. During 1958, however, black tea comprised 97% of the total imports.

Studies in this country have shown that of all the tea brewed, most of it is consumed at mealtime. The northeastern states are the biggest consuming area. It has been estimated that hot tea accounts for about 65% of the total, with iced tea constituting the remaining 35%.

With the switch in taste of the U. S. consumer also came

(*Continued on page 64*)

# hot tea is hot in the food store

## A COFFEE & TEA INDUSTRIES FIELD REPORT

What's been happening to hot tea in food stores, as the food store operators themselves see it?

COFFEE & TEA INDUSTRIES checked with food store executives to find out, and probably the most significant fact is this: When coffee prices zoomed, some years back, tea showed a gain in popularity clearly visible on the cash registers at the check-out counters. But, more recently, coffee prices sank to ten-year lows. Yet tea has continued to hold its gains.

If anything, both beverages have been making progress in widening their markets, according to reports for the current year for coffee, and for this year and last for tea.

Listen to this trenchant remark from George Robinson, advertising manager of the Market Basket, a California chain of stores that does more than $92,500,000 worth of business annually. There has been no spectacular increase in hot tea sales recently, Mr. Robinson observes. "But there was a spectacular rise when the price of coffee went up, *and* tea has held on to most of this business."

Listen some more to these telling statistics from the annual study of "What Customers Spent for All Products Sold in Food Stores in 1958," conducted by the *Food Field Reporter*.

Of eight classifications of food products, "prepared beverages" was the only one to drop, and drop a thumping 3.7% in total sales from 1957 to 1958.

Of the grocery store ten top sellers in foods, only two suffered a downward change from 1957 to 1958: fresh fruit dropped 1.7%—regular coffee (exclusive of instant coffees) went down 6.4%, according to *Food Field Reporter*.

Let's break down the classification "prepared beverages." Included are coffee, soluble coffee, tea, cocoa, prepared (sweetened) cocoa, and prepared food drinks. In terms of the amount spent on each item in the grocery store, tea is third most popular, following coffee and soluble coffee in that order. Yet, in the period from 1957 to 1958, coffee lost 6.8% in total store sales, the study indicates. Tea *rose* 3.9%.

Quite obviously, the tremendous job the tea industry has done in advertising and promotion has taken hold. A vice president in charge of sales for a 40-store chain admiringly comments that the industry has done what he terms "a miraculous job on tea in the last few years."

After reporting that "we are selling more tea," Nick Ritter, general sales manager for the giant Wrigley Stores, Inc., Detroit, observes that because of the emphasis that has been placed on it, "people are just talking more about tea."

According to Department of Agriculture figures, this year's production of tea is expected to surpass the record levels of 1958. World production of tea in 1959 will hit 1,671,000,000 lbs., some 17,000,000 lbs. above the 1958 output. Consumption followed the production level very closely in 1958—90%, to be exact. It is fairly safe to assume that there will be a record consumption of tea in 1959, also.

From the food purveyor's point of view, what can be done to bolster the same upward trend in consumption?

### "More cooperative displays"

The $375,000,000 annual-volume Wrigley chain could use more cooperative advertising displays, says Mr. Ritter. By this, he means that he would like to see the manufacturer pay the grocer, per store, so much for an end display, for a basket display, etc.

Mr. Ritter is a believer in visibility. He feels that the new faces of tea, the recent changes in package design, have played an important part in hot tea's increased popularity.

The 43-store Southern California group known as the Market Basket does not go in much for tie-ins and similar promotions. Spasmodically, they will do some mass displays.

Promotional allowances, more stress on the retailer's profit margins—these are the things this group of stores would like to see emphasized. Advertising manager Robinson would be the first to say that the tea salesman has done a good job of trying to demonstrate to the merchandiser how he can make money on tea. The lesson needs to be repeated, however, and with concrete examples.

In a sense, what Mr. Robinson is saying is similar to what Roy King, editor of *Food Topics*, recently told a workshop of advertising men. Advertising campaigns that fail to include essential point-of-sale material in the promotional

## Tea's 1959 Convention — The Markets: Food Stores

# "To stoke up still more heat, get the big campaign into each store on its own level . . ."

kit get the cold shoulder from retailers. The retailer, from an average gross profit margin of 19.25%, must "somehow earn a net profit." If the manufacturer's campaign does not indicate that he understands the retailer's operating procedure problems and can help with them, the retailer, in turn, is not tolerant of the campaign.

C. D. Friedman, director of advertising for the Fox Markets, a chain of 40 California markets with headquarters in Los Angeles, would like to see more of the gimmick type of promotion for hot tea. The tea industry has been doing a good job. But "retailers would like to be able to say something about tea other than 'Here are some tea bags at so much and so much a box.'"

One promotion that had a fair degree of success in his stores was the give-away teapot idea that McCormick & Co. organized. Bonus packs have proved beneficial to sales, also.

Despite the fact that tea makes more money for the retailer than coffee does, there just isn't enough volume in hot tea, Mr. Friedman feels. "We run small-count tea bags when we want to use a low-price item in an ad," he admits.

Accentuate the positive, also, says Mr. Friedman. Tea must be standardized as a beverage, not as something you drink only when you are sick.

One man's anemia is another's life's blood. Dave Daitch, chief buyer for the 80 Daitch Shopwell stores in the New York City vicinity, believes—Mr. Friedman to the contrary—that "more people are tea conscious because of the good promotion that has been done."

### "Do it inside the store"

Still more can be achieved right inside the store, Mr. Daitch says. "Point-of-sale material is one area where the salesman can help. There should be more of it and it should be coordinated with private label material, where that exists." National campaigns would prove more profitable, in Mr. Daitch's opinion, if they were brought down to the individual store level.

"Tea happens to be a pet item of mine," Mr. Daitch declares, "and a lot of other people in this business think it's a profitable item, too. Some merchandisers, though, use it as a football and then it becomes a *non*-profitable item." Many private label people, particularly, look for large volume and don't mind if the manufacturers lose money on their brands, as long as their promotions bring heavy traffic into the store.

Tea should be thought of first as a quality item, according to Mr. Daitch. Its good level of profit would emerge naturally from this merchandising policy.

### "Why keep swapping positions?"

"In the winter time, tie-in promotions are effective," says Ellsworth Sherin, vice president in charge of sales for the Elm Farm Foods Co., Boston. Mr. Sherin regards as "old hat in the industry" the 16 free teabags offer. "You know what the deal is with the 16 free, of course. Who-

(*Continued on page 61*)

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## *Tips from private label tea promotions*

In tea, even more than in many other food products, private label has been an increasingly important factor. Here, from the check on food store operators conducted by COFFEE & TEA INDUSTRIES, are some of the more pointed ideas applied in this area.

* * *

*Wrigley Stores give customers an extra 25 stamps when they purchase the chain's packages of tea.*

* * *

Packaging of their private label tea is kept up-to-the-times at the Daitch-Shopwell stores. Says Dave Daitch, chief buyer: "The more you modernize the package design, the more you increase eye appeal. Eye appeal is the second most important factor in a sale. Quality is first." Also, "We make tea so attractive for the consumer that she *has* to look at it."

Secrets of tea success here: Package, quality, price—and then their own tea centered in special displays so that it stands out.

* * *

*The Elm Farm Foods Co., Boston, does a job with its private label tea, particularly with the main stay of their tea business, the tea bag. Reason? "Our ability to control the merchandising site," says the vice president in charge of sales, Ellsworth Sherin. "We pick the best possible spots for those products we want to push."*

* * *

"Take the best quality tea you can find, price it right, and stand behind it all year 'round. Don't promote it just in the summer season."

This is key to Purity Stores' success with its private label, according to M. John O'Donoghue, general merchandising manager.

* * *

*Of all the types of displays which have helped put over their own tea, King's Supermarket, Inc., a New Jersey cooperative chain, selects the end display as the most successful.*

# hot tea is hotter in the restaurant

**What ideas sell more tea in public feeding? Here are practical suggestions from successful restaurateurs. Most common plea: make it easier to serve and our people will love to push it**

## A COFFEE & TEA INDUSTRIES FIELD REPORT

"Over the past ten years our hot tea business has increased substantially."—Harold R. Ray, vice president, Fred Harvey Restaurants, Chicago.

"We think hot tea consumption definitely has increased."—E. T. Blair, S & W Cafeterias, Charlotte, N. C.

"We are serving more hot tea now than in the past."—The Sheraton Corp. of America, Boston.

"We are excited about hot tea."—Leo Coughlin, Staff Consultant, Slater System, Inc., Philadelphia.

These comments, and others like them, come out of COFFEE & TEA INDUSTRIES' latest survey of leading restaurateurs.

All over the country, the directors of distinguished public feeding establishments have observed an upswing in the popularity of hot tea.

They atribute this to a variety of factors. "It's probably the advertising that's doing it," said the operator of one cafeteria chain.

Whatever the reason, the thinking of many restaurant operators is veering away from the traditional, "Who drinks hot tea?" to an emphatic awareness that "people *do drink* hot tea." The day your COFFEE & TEA INDUSTRIES reporter interviewed W. C. Shoemaker, supervisor of food departments for the Read Drug & Chemical Co., Baltimore, was one of the hottest days "we have ever had in Baltimore." Reported Mr. Shoemaker: his chain of 60 drug stores, featuring both counter and booth service operations, *was selling hot tea.* In fact, he had gone to an organization meeting only that morning where "one of our executives was drinking hot tea."

It is a rare restaurateur, indeed, who now comments, as does Don M. Horner, dining room supervisor of the Sky Riders Hotel, Phoenix, Arizona, that he serves hot tea more or less as an accommodation. Mr. Horner's situation is affected somewhat by the location of his restaurant. In Arizona, "iced tea is a big seller, and in the summer time, it's practically *all* iced tea."

However, the specific location has also resulted in Mr. Horner's observing an interesting phenomenon. The Sky Riders Hotel, as its name implies, is close to an airport. Sometimes a group coming in fresh off a plane will drink nothing but hot tea, Mr. Horner says. The geographical origin of his customers seems to determine their tastes in beverages, in these cases.

In Mr. Horner's situation, he would like to see "more and more advertising that would put tea in the minds of the customer"—no matter what his native city or state may be.

Perhaps it is precisely because more patrons are calling for hot tea that more restaurateurs are clamoring for simplified methods of service. They want techniques that will enable them to turn out a good serving of the beverage, easily. C & T found that many restaurateurs concentrated their best efforts on the service phase of the hot tea operation. At the same time, they indicated that they would welcome developments that would facilitate their service job. Evidently this is an area that the industry could explore still further and with profit.

Note these remarks by E. T. Blair of the S & W Cafeterias. In S & W's 13 cafeterias, located in the Southern states, hot tea is served all year around. S & W likes tea. Since they started making iced tea according to the formula recommended by the Tea Council of the U. S. A., Inc., "sales have increased 100%," reports Mr. Blair. Their hot tea is also served with the proper procedures. When a customer asks for tea, the counter girl draws the

(*Continued on page 23*)


# 6¾ billion TV messages for Hot Tea!

*(count 'em yourself)*

# Introducing 2 great new Hot Tea salesmen, Mr. Tea and Mr. See

—telling our famous "Take Tea and See" story in an intriguing new way . . . . . . . . .

# Hot Tea hit

## New power-packed campaign is scheduled to hit over 23 million TV homes 14 times per week throughout the Hot Tea Season

Here's how Mr. Tea and Mr. See will dramatize H

Announcer: What's the hot drink ...that lets you sleep? Rat-a-tat-a-tat-

# ts TV Oct. 5

## (with a sustained wallop!)

It's easy to figure out the power being put behind Hot Tea on TV this year. Simply multiply 14 spots a week by 23 million homes by 21 weeks (October to March). The incredible total: *a whopping 6¾ billion impressions!*

But there's more than saturation in this campaign. There's Mr. Tea and Mr. See! These sprightly new tea salesmen will be featured in 7 different intriguing adventures, calculated to put Tea in America's minds—and teapots—as never before.

Backed by this support, your own promotions should make this the biggest Hot Tea Season you ever had!

HOT TEA's benefits to millions of your prospects:

a-tat-tat-tat-tat!

(Music)


Chorus: TAKE TEA AND SEE!

council *of the U.S.A., Inc.* 16 EAST 56th STREET, NEW YORK 22, NEW YORK

# BIGGEST-
# BOLDEST-
# BEST HOT TEA TV CAMPAIGN EVER BEAMED AT AMERICA

- 40% more spots...
- reaching a million more homes...
- adding up to almost 50% more selling impressions than last year

. . . and there's more to it than numbers! (turn the page and see)

(*Continued from page 16*)
pot of hot water, and hands it to the customer, along with a cup and saucer and wedge of lemon.

Still, "hot tea is a hard service, particularly in a cafeteria," says Mr. Blair. You give a customer a pot of hot, boiling water. But by the time he gets to his table with it, the water is cool.

S & W tried self-service with tea, but had to discard it. They discovered that people were walking off with the tea bags, without buying a serving.

Difficulty of service is pointed out by supervisors of restaurants that have table service, also. John Daniels, of Hot Shoppes, Inc., Washington, D. C., a chain of restaurants that includes many different types of service operations, notes the same problem deliniated by Mr. Blair.

In hot tea service, says Mr. Daniels, "facilities for making hot water are very, very essential." Cory makes a hot water heater that is good; the Silex heater that makes instant hot water helps a lot. And, of course, there is the ever-present coffee urn. Mr. Daniels does not believe that the ultimate in tea service equipment has been reached, howver.

"By the time a girl prepares a pot of tea, she could have served ten cups of coffee. Getting a serving of tea together is a hard job for the waitress; she has too many trips to make, the pots are heavy, and there are other inconveniences."

So, although the Hot Shoppes serve hot tea all the time, "we don't push it. Service is too hard and slow—and the waitress has an awful lot of running around to do."

Aside from feeling that there is still room for improvement in the equipment and techniques being used for hot tea preparation and service, how does the restaurateur feel about the beverage? Here are some penetrating comments from the operators of several of the finest and most prominent restaurants in the country.

## Coffee and tea houses specialize in both beverages

*Coffee AND tea houses are springing up. For instance, the Cafe Encores, adjacent to the University of Washington campus in Seattle, serves only European pastries, specialty coffees and a variety of teas—including Indian Darjeeling, red Formosan, orange-spice, Formosan Woo Lang and National Chinese flower tea.*

## Fred Harvey Co., Chicago

"Tea service has been a point of pride with the Fred Harvey Co. since its inception," says Harold R. Ray, vice president.

The Fred Harvey Co., Chicago, consists of 36 food operations, from Cleveland out through the Middle West to the West Coast (plus five new ones opening up on the Toll Road).

"Tea has an honored place in our beverage service along with our famous Harvey coffee," says Mr. Ray. "We, of course, serve both hot and iced tea in season. In our operations in the western part of the country, iced tea is served year 'round, as opposed to strictly hot tea service in the midwest states during the winter."

What practical ideas has Fred Harvey found most successful?

"We firmly believe in wet service of tea," says Mr. Ray, "and we feel that tea salesmen can help their customers best by promoting such service, and where possible assist in training restaurant employees accordingly."

Harvey tea is always freshly served in a preheated teapot, so that "we are assured of its being as hot as possible when it reaches our patrons. This method of serving has been the most practical for us over the years, and guarantees development of the full flavor and body of the tea."

Fred Harvey promotes hot tea by "providing a variety of fine quality blends from which our patrons can select their favorites. A carefully blended select Orange Pekoe and Pekoe tea is featured, along with Formosa Oolong and Ceylon."

Both 46⅔ grain and 93 grain tea bags are used for pot service, "which is the only way tea is served in Harvey restaurants." Mr. Ray notes that in other operations, where similar pot service is used, more tea is consumed.

At Harvey's, "we brew iced tea on a two-ounce to one-gallon basis, to insure a flavorful, full-bodied, rich-colored iced tea drink."

Over the years, (and Mr. Ray observes that the company has "a proud heritage of serving fine food to the public for better than 80 years") "regardless of cost, we have maintained the high quality of our tea operation." As a result, a patron of any Fred Harvey restaurant in the country, "is assured of the same delicious pot of tea."

## American Airlines

A talk with Fred R. Haverly, director of the food and catering service, reveals that even in the "mobile" restaurant, hot tea is moving up on the hit parade. "Hot tea consumption is increasing on American Airlines. We are purchasing and serving more hot tea each year," he says.

Interestingly enough, since they do not sell any of their service items, "We do not attempt to promote tea, or any other beverage. We simply offer tea, coffee, hot chocolate and milk as a choice to the passenger." Hot tea consumption has gone up anyhow, without any promotional steam to push it.

Mr. Haverly has worked to improve the quality of the beverage served on American Airlines' flights. "We have tried to improve our hot tea service by having the stewardess place the tea bag in the cup with the hot water, rather than bringing them separately, which allows the water to cool ff before the tea bag is placed therein.

This seems to be favorably accepted by the customer and makes a better cup of tea."

American Airlines uses about 4,000,000 tea bags annually. This covers service out of some 40 different cities throughout the Uinted States, Canada and Mexico.

## Howard Johnson's Restaurants

The teapot seems to be the "open sesame" to better hot tea sales at this chain, also. There are approximately 600 orange, white and turquoise Howard Johnson's strategically placed all over the East coast and going as far west as Kansas.

Reports Robert Parks, director of advertising at the Wollaston, Mass., headquarters, "We serve a small teapot in which the tea can be brewed right at the table." Howard Johnson's has learned another hot tea basic. The larger the serving, the larger the amount of tea required to prepare a good brew. Since the Howard Johnson pot makes a cup and a half of tea, the restaurants make use of a correspondingly larger teabag.

"This preparation method has worked out well for us," says Mr. Parks.

## Clift Hotel

Again, here, the caliber of the tea is all in the teapot, so to speak. The Clift Hotel, San Francisco, has a particularly fine tea service. The patron gets two teapots with his order, both of them pre-rinsed: (1) a two-cup hot water pot and (2) A teapot for brewing the beverage.

Dwight Hart, manager, supervises two types of restaurant operations. The Monticito Room is a step above a coffee shop in class. The Hotel's Redwood Room, entirely paneled in 2,000-year old redwood, is a posh restaurant, much like Chicago's famous Pump Room. Service is all French, right off rolling carts. In both rooms, the tea service, however, is exactly the same.

Mr. Hart feels that although breakfast coffee is the American tradition, work breaks are more and more becoming tea breaks, rather than coffee breaks.

Increased hot tea popularity is due, he believes, to excellent television advertising. The flow-through tea bags, also, have been given a particularly good promotion send-off, in his opinion; they have already taken hold with iced tea, if not with the hot version.

## Your Host Restaurants

There are 23 Your Host restaurants, all located on the Niagara frontier, with the headquarters at Kenmore, N. Y. From this area, A. J. Durrenberger, reports that hot tea is a growing item: "We are serving more of it."

According to Mr. Durrenberger, there are three elements that are most important in hot tea service. One is that the "brewer," whether patron or waitress, should use enough tea for the size of the pot. At your Host they have *always* used the pot-size, fairly heavy tea bag. (Recently, they made a switch to the Lipton flow-through bag.)

Second, the construction of the teapot is important, also. They use a chrome teapot, China-lined, that holds 10 to 11 ounces of fluid. The third factor is that tea accessories should be generously rather than skimpily served. "We are always careful to give the customer a good-sized wedge of lemon and straight cream, never half-and-half."

On occasion, Your Host will use hot tea as a luncheon and dinner special, but "we mulct the devil out of iced tea," says Mr. Durrenberger.

## Sheraton Corporation of America

From this chain of 50 hotels in the United States and Canada, where the restaurants vary in size and operation, comes the observation that "we are geting more breakfast calls for tea than ever before."

What words of wisdom for the hot tea purveyor can be gathered from this huge operation? The Food Research Kitchen of the chain, in Boston, regards attentiveness to small details of preparation and service as most important: "Teapots must be thoroughly heated before the tea is made. Then the tea should be placed in the pot and boiling water placed directly on the tea. This will insure a good hot cup of tea. Hot water poured on a tea bag in a cup will never make a satisfactory cup of tea, as far as Sheraton Food Research is concerned." What is more, "hot cups should be provided to insure a hotter cup of tea."

And an extra gimmick from this source: "A thick China cup makes for better service and would increase the popularity of hot tea in many restaurants or hotels."

## Slater System, Inc.

When asked why this food management company was so enthusiastic about tea, Mr. Leo Coughlin, staff consultant, Philadelphia, replied: "Because we have staged hot bulk brew tea promotions where we have had 41% to 43% beverage participation. Tea is a very important product."

There is practically nothing about tea that the Slater System does *not* like. "It is a very fine cost item," and unlike a number of his fellow restaurateurs, Mr. Coughlin thinks "tea is easy to serve and to handle."

Mr. Coughlin feels that many of the problems occur only because the restaurant operator does not turn to the proper people for help. He himself has received what he termed "extraordinary assistance" both from the tea purveyor and the Tea Council of the U. S. A., Inc. For five years, Mr. Coughlin was head of the Slater System's department of standards. In that post, he had contact with people in various areas of the food industry. From the tea people, he always received wonderful cooperation he says.

From purchase of tea to preparation, the Slater System does a meticulous job. "We contract out tea purchase for the year. Furthermore, we check out our quality with three to five agents, experts in the field, before we set on what our quality will be for the ensuing year."

Mr. Coughlin pointed out that "we are the great tailor-made house in the food management business. No two of

(*Continued on page 59*)

# tea is hot: the institutional field

**This is a market with many facets — and enormous potential. For the tea packer, success here hinges on solutions to two big underlying problems . . .**

***A COFFEE & TEA INDUSTRIES FIELD REPORT***

By S. P. GERBER

Is hot tea "in"—in the institutional field? This question is not meant as a meaningless tongue twister, but as a valid inquiry into the inroads tea has made in this vast area.

The phrase itself, "institutional field," calls up a picture of a merchandising territory so large that the boundary lines are vague, and somewhat blurry. There are institutions of learning, of reform and rehabilitation, institutions for the sole purpose of imprisonment and punishment; others where healing is the modus operandi. And lest we forget, our own military organization is without doubt the largest "institution" of all.

Yet, varied though these institutions may be, one thing they have in common. They all maintain establishments of one sort or another where a public—of one sort or another—is fed. So, all institutions are purchasers of tea.

Potentially, they are even larger purchasers. When you consider that almost 23,000,000 Americans spend some time in a hospital annually (and how many more than that number visit them and stop in at the hospital's snack shop?) . . . that more than 3,000,000 young men and women attend institutions of higher learning and make contact with the school cafeteria . . . that every youth 18 or over is on tap for a two year stint in the armed forces (spending time on a mess line) . . . not to mention the thousands of people who live, eat *and* drink in homes for the aged, sanitariums and rest rooms, and other private, as well as city, state, and federal institutions—then you begin to get a true sense of the sales promise inherent in the phrase, "institutional field."

In a specially conducted survey, COFFEE & TEA INDUSTRIES, formerly The Spice Mill, tried to chart the rather amorphous world of the institution. We think you might find it interesting, even profitable, to take a good look at what we found on tea.

## *Tea in the U. S. Army*

Let's begin with the largest "institution" in the country, the United States Army.

When we discuss the way that hot tea appears in mess halls throughout the United States and in installations overseas, we run into a strange situation. In public institutions, tea—or any food for that matter—develops a split personality in terms of the people who handle it.

First of all, there are the people who actually buy the tea. Then, there are those who prepare and serve the finished product. The purchaser acts on the request of the "server," and usually would be at a loss to explain what happens to the commodity he buys once it reaches its destination. If it turns out that the quality of the product has been poor and the dietitian can't help but hear gripes in the mess

hall, chances are that the buyer will hear about this, too.

The problem that this situation presents to the tea packer and distributor is two-pronged. He literally has to work both ends against the middle, the eventual consumer. That is to say, he must indoctrinate the purchaser on what constitutes high quality tea. On the other hand, he has to work with the food service department so that they don't take a good product and ruin it in preparation and service.

This seems to indicate the necessity of a grass roots educational campaign among institutional feeding establishments. With the armed services, at least, this program has been accomplished, and with considerable success.

Up until 1955, bulk tea was used in the preparation of hot tea for the U. S. Army and Air Forces. Then, in January, 1955, tea bags were introduced "because of their convenience and ease of handling," says Miss Joan C. Niland, Chief of the Dietary Office, U. S. Army Subsistence Center in Chicago. The convenience factor, in turn, offered several other advantages. For one thing, it made it possible to make hot tea available at any meal. For another, it gave an additional boost to morale, by presenting the men with something they liked, and offering them a choice.

Experts from the Tea Council of the U. S. A., Inc., worked closely and extensively with the Army's food service and procurement people to enable them to make a switch to the type of tea bag that would give them the best possible results.

Tea is not the kind of commodity that can be measured on a laboratory scale, each tea leaf codified and classified. Tea takes human testing—by taste, by aroma, by habit. In requiring that bidders seeking this tea business meet Federal Specifications (the standards set up by the Tea Association), the Army was well on its way toward achieving the kind of hot tea service that would please.

A stumbling block in the path of this end goal, however, was the size of the tea cup used by the Army. The Army tea cup is a plastic Goliath, capable of holding 10 ounces of fluid. Obviously, the regulation individual tea bag would not make a strong enough brew in so much liquid. The Tea Council helped Army experts develop a 46⅔ grain tea bag, 150 bags to the pound, rather than the standard 35-grain tea bag that totals 200 to the pound.

One of the most important lessons the public feeding industry could learn from the military is their recognition of the fact that if you have an outsize serving, you must use more tea.

This is the way the current tea picture in the Army looks. The details have been delineated by Miss Niland, who sets the monthly master menus for the Army-Air Forces.

"The Army-Air Force Master Menu which is used in the United States (and Alaska) currently includes hot tea for each meal, October through April. During May through June, the Master Menu has approximately 25 services of iced tea, and two servings of tea punch per month." (The underlining is ours, not Miss Niland's.)

"In Army mess halls, hot tea is made from tea bags and is served as a self-service item on the serving line. The tea bags and the necessary hot water are conveniently placed so that each soldier may help himself."

Iced tea is still prepared from bulk tea. The recipe in the Master Menu calls for ⅝ of a pound of bulk tea to 8 gallons of water.

Requirements for both bulk tea and tea bags are as stated in Federal Specification HHH-T-191C, dated February 7th, 1956, Miss Niland confirms. Bulk tea is purchased in one-pound cans. "Tea bags for use in the Continental United States are purchased in cartons which contain 100 .107-ounce bags." When destined to go overseas, the tea bags are packaged in cans which contain 375 .107-ounce bags.

Although hot tea's acceptability by the military has been good, it has not reached original expectations—and, oddly enough, for reasons that do not stem from the quality of the beverage, but from the age of the consumer.

"Our boys are in the 19-year age group and they are milk drinkers. Milk, in fact, is the most popular item, way above any of the other beverages," states Miss Niland. "Furthermore, acceptability surveys among military personnel indicate that fresh milk is one of the most acceptable of all foods." This tendency of the youthful soldier, plus the fact that through the Commodity Credit Corporation more fresh milk has been made available to the military recently, has stultified Army reaction on the popularity of other beverages. One expert in the U. S. Army's Food and Container Institute even went to far as to draw a flat conclusion that "young people are *not* tea drinkers."

If they truly are not, then gaining acceptance by the young is another area where hot tea promotion could be accelerated.

## *Tea buying by state and local agencies*

When you start inquiring into the methods by which government agencies, on the local and state levels, purchase their tea, you are again struck by the disassociation of purchaser and eventual consumer.

A case in point are the comments of M. M. Donohue, director of purchases for Allegheny County, Pennsylvania, one of the largest institutional buyers for hospitals and prisons in the country. Mr. Donohue buys 1,000 lbs. of tea every year, and uses the Federal Specifications in making his purchases. But he does not comment on the point-of-"sale" pattern, nor on hot tea's popularity.

It is possible that his thinking is somewhat along the lines of Fred Calen, purchasing agent for the County of Los Angeles, and himself one of the largest institutional purchasers in the country. Mr. Calen states quite frankly that he does not know how popular hot tea is in the institutions for which he buys. But one thing he is sure of: "If we were to serve bad tea in our institutions, we would hear about it."

In restaurants, it is unlikely that a patron would voice a belligerent complaint. He just wouldn't order hot tea the next time. Not so in the public institution. Gripes are

made known in a way that soon reaches the ears of the government purchaser.

Perhaps it is this fact that keeps government purchasers on their toes, as far as setting standards for quality are concerned. Half of the civil purchasing agents interviewed by your COFFEE & TEA INDUSTRIES reporter made use of that easy guide toward establishing grade and quality of tea purchases, the Federal Specifications. At least as many did not use these standards, but had set up equivalent systems of their own.

Mr. Calen buys for six county hospitals, one "very large" jail, honor camps (which are part of the County of Los Angeles jail system), one forestry camp, and one probation camp, serving a total of 57,000 meals a day. He has used his own tea purchasing procedure for years. He buys a medium grade of tea, based on cupping quality established by local brokers who sit as tasters. "Our most recent purchases have been of the Formosa Black tea," says Mr. Calen. He buys some 12,000 lbs. a year, approximately 3,500 lbs. of which are converted into iced tea. Most of the tea is purchased in bulk, although he does buy some tea bag packages for institutions that request them.

## More hot tea

This past year, the County of Los Angeles bought more tea for the hot beverage than ever before, at least in recent years. However, this is due not to an increase in tea's popularity but in the county's institution population.

As to relative demand for hot tea, Mr. Calen would be hard put to trace a trend of increase or decrease. Based however, on the ratio figures describing how much tea is used for hot and iced tea, Mr. Calen would guess that hot tea is the more popular item.

Reporting that he also buys 270,000 lbs. of coffee annually, Mr. Calen commented that this ratio of one serving of tea to 22.5 servings of coffee probably compared favorably to consumption patterns of these beverages in the home.

The writer sees this comment as an echo of that familiar, but invalid, opinion, frequently stated by restaurateurs, that nobody drinks hot tea. Again, this is an area where reiteration of the basic facts of hot tea consumption would be helpful.

Mrs. Dorothy Boland, purchasing agent for Cook County, Illinois, standardizes her tea by using brand names only.

Mrs. Boland buys for the Cook County Hospital and for the Oak Forest Hospital. "Although we are still buying the same amount of tea, for hot tea, that we bought ten years ago," says Mrs. Boland, iced tea purchasing has gone up. So has the use of tea bags. For hot tea, she buys mainly in bulk, although in an increasing number of instances, "we have bought tea bags because dietitians request them. They seem to be easier to handle and facilitate quantity control."

Exclusive of tea bags, Mrs. Boland purchases approximately 750 lbs. of tea every three months.

The Department of Purchases of the City of New York, which annually purchases about 80,000 lbs. of bulk tea and almost 1,000,000 teabags, also makes use of its own techniques for fixing quality, instead of relying on the Federal Specifications.

Abram Mattes, deputy commissioner of the Department, reports that when they are ready to ask for bids, they call in a tea expert to make samples ready for the prospective bidders. When bidders submit their tea, the consultant again comes in to sample and check.

Mr. Mattes makes no distinction between tea bought for hot tea or iced. The only clue he can supply as to kind of tea service in the institutions for which he purchases is that they use tea bags that weigh 4 pounds to the 1,000. This would bring the size of the individual tea bag to .060 ounce, as compared to the U. S. Army's .107 ounce.

## TA tea testing

Approximately 80% of the institutions supplied are hospitals, another 10% to 15% are correctional institutions, and the rest are varied types of operations. Mr. Mattes estimates that his hospital population has not changed by 5% and since the quantities of tea he purchases have remained stable, he would guess that the popularity of tea in New York City's institutions has remained static.

C. L. Magnuson, supervisor of purchases for the State of Connecticut, buys tea for all types of institutions, including the University of Connecticut, hospitals for victims of tuberculosis, as well as prisons. He has long been an articulate advocate of the Tea Association's facilities for tea testing and upgrading the quality of tea served in the nation's institutions. This tea testing, he believes, assures the government purchaser that he is getting the quality he wants.

He, himself, adhers to Standard A2 tea, as defined by the Association. "We buy bulk tea," says Mr. Magnuson, "but we are going more and more into tea bags." Connecticut, since the beginning of this year, has had its own standard for a one-ounce tea bag to be used in the preparation of bulk quantities. This is in addition to the standard it has had for some time for a regular one-cup size tea bag. The new one-ouncer has "knocked out the 50-pound chests we once used. But we still utilize the 100-pound chest." The new tea bag is used for both hot and iced tea.

## Standards, uniformity

Mr. Magnuson's enthusiasm for the tea bag is based on two factors. The tea bag is a time-saver: "You don't have to measure and weigh." Most important, from Mr. Magnuson's viewpoint, is that the tea bag sets a standard for the strength of the tea and makes a uniform product.

Achieving standards and uniformity are Mr. Magnuson's pet themes. In working for them, he has stepped out of the limitations of the purchasing official's usual role. "In many different areas, we distribute material on the correct methods of preparing tea," he says. Preparation is something that the purchasing agent usually does not concern himself with.

Mr. Magnuson's credo is a testimonial to the tea industry's programs of enlightenment. "It stands to reason that if you give people better tea, they will drink more of it," he comments.

The spectacular spurt in Connecticut's purchase of tea bags, particularly of the so-called "restaurant" bag, is illustrated by the following records of Connecticut's tea purchases:

| | Individual Service Tea Bags | One Ounce Tea Bags | Bulk Tea |
|---|---|---|---|
| 7/1/56 - 6/30/57 | 939,000 | 0 | 35,466 lbs. |
| 7/1/57 - 6/30/58 | 1,090,000 | 1,920 | 40,748 lbs. |
| 7/1/58 - 6/30/59 | 1,089,000 | 14,976 | 37,010 lbs. |

The Commonwealth of Virginia has used the Federal Specifications as a guide to tea purchases, ever since their inception. According to G. Lloyd Nunnally, director of the Department of Purchase and Supply, they buy both bulk and tea bags.

"We feed 51,150 people at our tables," says Mr. Nunnally. These are the "residents" at state institutions of higher learning, two medical centers where the patients pay for services, mental hospitals and welfare institutions. Tea preparation in all of these institutions has been standardized. T. P. Bosley, food service director of Virginia's Western State Hospital, reports that the formula of a one-ounce tea bag to one gallon of water is in wide use in that state.

Mr. Nunnally regards hot tea as a very well liked drink in Virginia. This comment is in direct variance with another old wives' tale concerning hot tea's acceptance—that it is *not* popular in the warmer climes. He also thinks that there has been some increase in hot tea's popularity over previous years.

Can it be increased still more? Mr. Nunnally is a staunch supporter of testing and tasting techniques. Even though "we have had no complaints about our tea since using the Federal Specifications, we would like to see done with tea what we did with coffee a few years ago." Virginia conducted coffee taste test panels at both the University of Virginia and at the Western State Hospital.

With typical Southern hospitality, Mr. Nunnally extended an invitation to the Tea Association to visit. "We would welcome any suggestions they would care to make as to how we can improve Virginia's tea still more."

## *Tea in private institutions*

When you start talking to the food purchasers of private institutions, you notice a sharp shift in emphasis. These people keep one eye firmly fixed on sales techniques, another on methods for improving the quality of purchases. Their interests are concentrated on service, too, as another sales booster.

There is a growing trend to incorporate restaurants and snack bars for visitors into the new hospitals being built. Usually, the same official who oversees food services for the hospital and staff is also in charge of the food establishments which cater to a "non-captive" clientele. In this post, he naturally wants to keep pace with operation techniques used by restaurateurs outside the institutional field.

## *. . . in universities*

"Hot tea certainly has increased in popularity," says David B. Eames. It took a jump when coffee went out of sight because of price two or three years ago. "Hot tea took hold, and it has been holding on to most of the gains since."

Mr. Eames has a front row seat for making this kind of observation. He is director of food services at New York University, where 15,000 to 17,000 meals are served daily to a hospital patient service, an Institute of Rehabilitation, and a Faculty Club, as well as various student cafeterias and snack bars.

He is also in a position, as an active institutional restaurateur, to see what methods could be pursued to make tea even more popular. For instance, the coffee industry has pursed the development of self-service equipment with vigor. Wherever the customer can help himself to a cup of tea, however, it is only because an extra hot water faucet has been attached to the coffee machine as a kind of afterthought.

Mr. Eames feels certain that if the tea industry placed more stress on self-service machinery, "tea sales could be boosted immeasurably."

In N.Y.U.'s food service department, they keep careful tabs on both quality of tea purchased and service. Federal Specifications are the guide for purchasing here; tea service in the hospital and Faculty club is via teapots. In the hospital operation, tea is prepared in bulk and then served in the pots. Mr. Eames says that his tea purchases consist mostly of the large-size tea bags, plus the individual-service tea bags.

## *. . . and hospitals*

Up until three years ago, patients at the Toledo Hospital in Ohio were given a beverage choice of tea or milk only. Then coffee was placed on the menus. Miss Margaret Baker, assistant dietitian, now observes that "we are not using as much hot tea as before," although large quantities are still served.

After they complete a renovation currently in the works, the Toledo Hospital will be the largest in the area. They have a cafeteria where approximately 1,200 meals a day are served; 700 to 800 meals daily are served to patients.

Again, particular attention is paid here to service. An

(*Continued on page 62*)

# The Tea Council ... a new look

By ROBERT B. SMALLWOOD, Chairman
Tea Counsel of the U.S A., Inc.

"The only constant thing is change." I don't know who it was that made that statement, but it certainly is true. And it is particularly true for the successful marketing of any commodity or product in the United States.

Probably each one of us, in his own experience, knows of some product or company that made the mistake of resisting change. (Long ago I resisted tea bags—but luckily changed my mind after one year.) The usual result is that suddenly the product or company just isn't around any more.

At the least, successful competition has always meant being acutely sensitive to the signs and directions of change. Pre-eminent success, in my oponion, is achieved by the firm or product that is *responsible* for change. To institute it, to lead all the others in successful innovation is to have as much control as possible over competitive forces.

To quote Shakespeare on this one, " 'tis a consummation devoutly to be wished."

Since the Tea Council of the U.S.A., Inc. is an organization functioning within this climate of change, everything I have said to this point has an important bearing on the thinking and planning that is being done now to mold the Council's future programs.

Our advertising, public relations and merchandising concepts are constantly changing. Sometimes the differences are slight. Right now they are bold, dramatic and obviously different.

Our use of television advertising for hot tea is radically different from what we have done in the past in two major aspects—the message delivered and the length of time taken to deliver it.

Our merchandising approach incorporates "spectacular" pieces, fewer in number than the run-of-the-mill items but designed to attract maximum attention to produce more sales.

The Tea Council's public relations has always been geared to the idea of flexibility and opportunism. Now a new dimension is being added in the rectangular shape of a five-story Tea Center building.

The Tea Center, as it has been developing under the guidance of the Tea Center Committee, literally is growing each day in its potential for creating a new image, new excitement and new importance for tea in the minds of the public.

It's often said that a "committee operation" is an impossible way to get anything good accomplished. The Tea Center Committee, under the chairmanship of Bill Felton, has proved this is not necessarily so. Weekly meetings and almost daily consultations have been the burden of this dedicated committee, which includes in addition to Bill, Mrs. Ruth Floyd, Edward C. Parker, R. D. Thomson, Harry Gould, Samuel Winokur, Hugh M. Tibbetts and Robert A. Morgan.

This committee has refined and edited the original ideas we all had about a Tea Center, accommodating the advantages and limitations of the facilities to the practical operating requirements, and have put together a new Tea Center approach better suited to the publicity possibilities inherent in the undertaking.

They are to be congratulated for their work to date, and I am sure they will stay on the job until it is finished and the Tea Center opens early next year.

Just how will the Tea Center affect the Tea Council operation in the future? About the same way a railroad terminal affects the running of a railroad; it's where everything starts and stops, the hub of all activity.

The heart of tea's problem is to find the combination of forces that will force tea into new and favorable consideration with the public. The Tea Center is a new, even novel institution, designed to help and achieve just that. It will be a catalyst, perhaps to the surprise of some—a perpetual catalytic source of legitimate news of genuine interest to people from all over the country.

That's the great new challenge and hope for the future, tea's most important change to bolster the industry campaign's total effect.

### "hottest convention yet!"

(*Continued from page 10*)

do business with the Armed Forces has been disseminated to all trade members. At first glance, this might seem like a small thing. Actually, there had been a growing unrest based on a lack of knowledge on the part of many firms as to just how the military procurement system worked. If left unheeded, this might have become a problem. As it turned out, both the tea trade and the New York Military Subsistence Market Center are generally pleased that this specialized information has been made available.

It is in such ways as this, some important and some simply details, that your Tea Association attempts to fulfill its

(*Continued on page 64*)

Tea's 1959 Convention — The Product

# the new methods of tea manufacture — and brewing

By ROBERT COMPTON, Chairman
Brewing Committee
Tea Association of the U.S.A.

For a time, the modern changes in methods of tea manufacture, (CTC, Leggcut, McKercher) seemed to call for a review of established brewing procedures. But there are signs that the new methods of manufacture do not offer a solution to all the worries of the tea blenders.

There is a gradually developing feeling that the fast brewing qualities do not compensate entirely for the loss of individual flavor and character of the orthodox manufacture.

There is still much heated argument among tea men on the relative values of the various methods, but it would seem that the deciding factor is the price obtained in auction, and here the "pros" seem to be in the majority. But there are indications that there will be more than enough of the new type of manufacture available, especially during the poorer quality periods, whereas buyers of orthodox teas are finding it increasingly difficult to secure their requirements at reasonable levels.

We in this market are fortunate, since the new type of leaf has not been accepted as readily as in some tea-drinking countries. This is true, firstly, because our consumers of packet tea have not yet accepted fully the smaller leaf bulk tea and will not tolerate a leaf of small, brown, flaky appearance. Secondly, as tea is a comparatively slow seller, the keeping qualities of our blends, especially during periods of high humidity, is of prime importance. A hard well-made leaf is essential to protect the tea essences and prevent loss of flavor from exposure to the air, as is the case with an open, flaky leaf tea.

The better and harder the leaf, the longer it takes to uncurl when infused and to extract the soluble juices. It is the constant plea of tea men to consumers to give the leaf time to brew properly in order to extract the beneficial properties inherent in it. The new methods of manufacture have not yet changed this.

All brewing instructions should stress a full five-minute brew for satisfactory extraction, and whenever possible, a longer brewing time of ten minutes or more is not detrimental to a good tea. The use of a teapot or other covered vessel is a must preferably a tea cozy, so that the temperature of the water will be maintained at a level which will extract the essential oils and flavor. However, there would be little use in brewing a tea bag for ten minutes in an open cup, as the temperature cools off too quickly to obtain effective extraction.

There is no evidence that the new methods of manufacture have enabled the consumer to use less tea and still obtain a satisfying brew. One teaspoonful for each cup and one for the pot, established when black teas first became popular, is still the ideal with all connoisseurs. Unfortunately, we find a strange reluctance to use enough tea when this formula is converted into tea bags. Whether it is economy or a dislike for the taste of paper, there are never enough tea bags used to equal the standard instructions for loose tea. Consequently, tea bag users are becoming accustomed to a cup of thin, colored, warm water, and the increase in tea consumption is being adversely affected.

Today the packers have a new weapon in their hand to assist them in correcting this condition. The new family-size tea bag is the first constructive step in recent years to substitute the teapot for the tea cup as a unit of measurement for tea.

### By the teapot, not the cup

There is no good reason why tea should be thought of and promoted in terms of cups, but there are many excellent reasons why it should be proclaimed by the teapot, especially when promoting the family-size tea bag.

This large size tea bag usually contains ¼ ounce of tea and is designed to make four cups of good hot tea. Some of its advantages are:

*The ratio of paper to tea is greatly reduced (one larger bag instead of four individual bags).*

*The use of a larger vessel, where temperature is maintained and a better extraction obtained, compensates for the slightly lighter weight of tea used.*

*The true delight of being able to relax over a second and*

## *Tea garden in Africa puts entire output into "fresh leaf"; CTC spreads in Assam*

A new tea garden in Tanganyika, which is rapidly expanding its acreage, is processing all its output with the Legg-cut or "fresh leaf" method.

This is reported by George Mitchell, former manager of the tea department of the General Foods Corp. Mr. Mitchell has been acting as a tea consultant to various companies, including General Foods; Antony Gibbs & Co., Inc., tea importers; and others.

The Twamkoro Tea Plantation, operated by the Bird Co., has 400 acres in full bearing now, and is planting for 1,150 acres in yield by 1963.

In Legg-cut or "fresh leaf" manufacture, black tea is completely processed with less than two hours from the time the green leaf is brought in from the field.

The leaf is cut into uniform small strips without withering. After cutting, the strips can be rolled without breaking, and are oxidized or fermented, then dried. The machine which turns the green leaf into small strips is the Legg Cutter.

The process was developed by G. S. Napier-Ford, a senior partner in Sanderson & Co., London. He is associated with two gardens in Nyasaland, Chisunga and Mendali, which have been producing Legg-cut or "fresh leaf tea for a number of years.

Legg-cut or "fresh leaf" tea is produced on hundreds of gardens in the Dooars, as well as in Ceylon, South India and other tea producing areas.

Most of this tea goes to the London market, Mr. Mitchell indicated, or is consumed in India.

CTC teas, made with the "crush, tear, curl" process, has been spreading in Assam, according to Mr. Mitchell. Each year for the past five years from ten to 12 estates have shifted to CTC.

(For background on these relatively new teas, see: "CTC and 'fresh leaf' teas for tea bags," by Mr. Mitchell, and "How 'fresh leaf' teas developed," by Mr. Napier-Ford, in the September, 1958, COFFEE & TEA INDUSTRIES.)

*third cup of well brewed tea without brewing a second time.*

*The useful savings by comparison with individual tea bags, combined with much easier operation.*

There are some distributors who are packing a ½ ounce size which produces a quart of iced tea, and it would be very helpful to tea sales if this size could be introduced for family use for hot tea.

The family-size bag is a new aid to tea sales, and it should be promoted on sound lines to take full advantage of its potentials. At all costs, a high standard should be maintained to increase our consumption of both hot and iced tea. Hot tea needs a lot of help, as its use has decreased almost 50% in the last three decades. To put it back into its rightful position, "Let's have another *pot* of tea!"

## Official instructions for ¼-ounce tea bags issued by Tea Association

Directors of the Tea Association of the U. S. A. have boldly faced up to the problem of abuse of the quarter-ounce tea bag.

They have taken a clear-cut official stand on proper brewing instructions for the large tea bags, and have urged packers to take these instructions into account.

The alternative, "misuse of this size of tea bag, is opening the wedge for the downgrading of your established brand," the directors warned.

In a memorandum to the trade, the directors said the "Tea Association has noted that some of the packages for the ¼-ounce tea bag call it a 'quart sized' tea bag and instruct the consumer to use one tea bag for a quart of iced tea."

The directors pointed out that "this is the same as saying to the consumer, 'using the ¼-ounce tea bag, you can make 320 glasses of iced tea per pound.'

"This is a disservice to the customer and an erroneous claim for any brand to make."

Here are the brewing instructions for the ¼-ounce tea bag officially endorsed by the board:

### HOT TEA

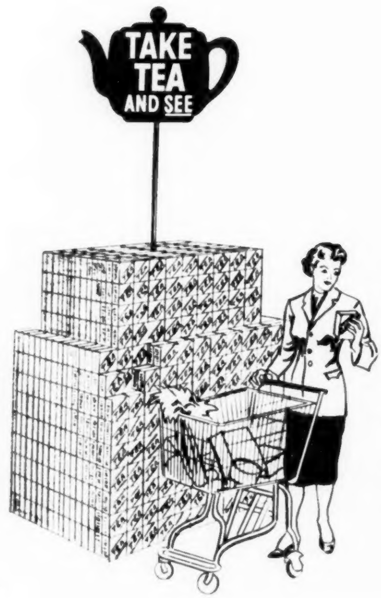
1. Bring fresh, cold water to a full rolling boil.
2. Use your teapot.
3. Place one tea bag for each 4 cups in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

### ICED TEA

Melting ice dilutes the tea. So use one tea bag for each 3 glasses of iced tea. Prepare as usual and pour into ice-filled glasses.

"You are urged to review your own position on this matter and, for the good of your brand and the health of the tea industry, make sure that your company is not overlooking the potential for Hot and Iced Tea," the directors added.

# hot tea merchandising is *hot!*




The giant hot tea "spectacular" — a battery powered eight-foot high motion display which can be put up in less than five minutes.

By HAROLD L. SUTTLE, Chairman
Merchandising Committee
Tea Association of the U.S.A.

"Take Tea and See," both as an advertising slogan and as a basic element of hot tea point-of-sale pieces, has established itself over the years as a powerful sales message for hot tea.

This slogan, printed on a stylized teapot, will be the focal point of the Tea Council's television advertising for hot tea this fall and winter.

This slogan, on the same bold red teapot, appears on every display piece produced for this year's grocery and restaurant hot tea merchandising campaign.

The following pieces of display material have been prepared to tie-in with the advertising campaigns:

> Poster displays for windows, wire and shelves for the grocery trade; back-bar strips, menu tip-ons and table tents for the restaurant trade.

A hot tea "spectacular" also has been developed for this season. It is a giant battery-powered motion display, unique in its make-up because of its simplicity. The entire display requires less than five minutes to put it into operation. Standing eight feet high, it features an enormous brilliant red teapot that shouts the nationally famous "Take Tea And See" message on one side with the tea brand imprinted on the other. The base of the complete display occupies a mere two square feet of space and can be packed out with mountains of tea, as space permits. Flexible in its make-up, it can easily be adapted to any food store. The display was thoroughly field-tested, and one feature that store managers especially liked was that the display required no further attention for the duration of the display once it was set up.


Point-of-purchase ammunition for United States tea industry's hot tea drive in 1959. The new "Take Tea and See" Time poster meets specifications determined in field tests of food store operators, independents and chains. The poster is 14" x 11", with a 2" flap.

All Tea Council material is available to all contributing packers, but only the restaurant material is available, at cost, to non-contributing packers.

The production of this display material is the result of competing companies sitting side by side with the thought of developing merchandise material which would increase the over-all tea market, thus making greater opportunities for all. This objective has made the Tea Council a major factor in promoting tea as a national beverage.

Climaxing the Merchandising Committee's hot tea spectacular are display pieces, especially prepared for tying-in with the February 5th-20th, 1960, period, which is approximately called "Take Tea and See Week Promotion." This material is also available to all contributing packers.

It is the Merchandising Committee's feeling that the pieces described in this article are indicative of how cooperation in an industry can carry out the program of making more business available for everyone.

The Merchandising Committee feels that their activities enhance each individual company's own activities to the extent that maximum mileage is obtained from their own merchandising efforts.

# Junior Board: "Dynamic thinking"

By ROBERT F. GERTENBACH, Chairman
Junior Board of Directors
Tea Association of the U.S.A.

The Junior Board of Directors of the Tea Association of the U. S. A. has had an interesting and, we believe, constructive year of activity.

Starting with the annual convention in 1958, the board performed a variety of services—all aimed at making the convention a success. Our efforts ran the gamut from handling door prizes to the rather unusual job of planning, producing, and performing in a variety show on one of the social evenings. We were happy to have a part in the intensive effort behind the annual convention.

After the convention, we resumed normal activities at regular meetings, dedicated to our continuing aims of service and new ideas.

One of our efforts involved the preparation of an agenda for the annual meeting with the Senior Board and Tea Council directors, held at Hershey, Pa. It was our feeling that a review of the business sessions of the midyear meeting and the annual convention would be constructive. Accordingly, the Junior Board prepared a comprehensive list of areas of interest in the tea industry, from the tea plant through the myriad activities leading to the ultimate consumer.

After deciding on the kind of information that the industry might want at group meetings, we prepared a list of techniques for imparting such information effectively. These preparations led to a very constructive meeting, and the conclusions reached should be most helpful in planning future conventions and other industry meetings.

During the year, the Junior Board requested the Tea Association to issue the information bulletin which advised the trade how to get, and stay, on the list of those receiving

(*Continued on page 38*)

# Trade and PR: "Let's hear"

By DAVID SINCLAIR, Chairman
Trade and Public Relations Committee
Tea Association of the U.S.A.

A newcomer to the United States tea trade could be excused if, on hearing the title of our committee, he were to imagine a group of high pressure salesmen meeting frequently to formulate ways of publicizing the benefits of tea and the activities of the trade.

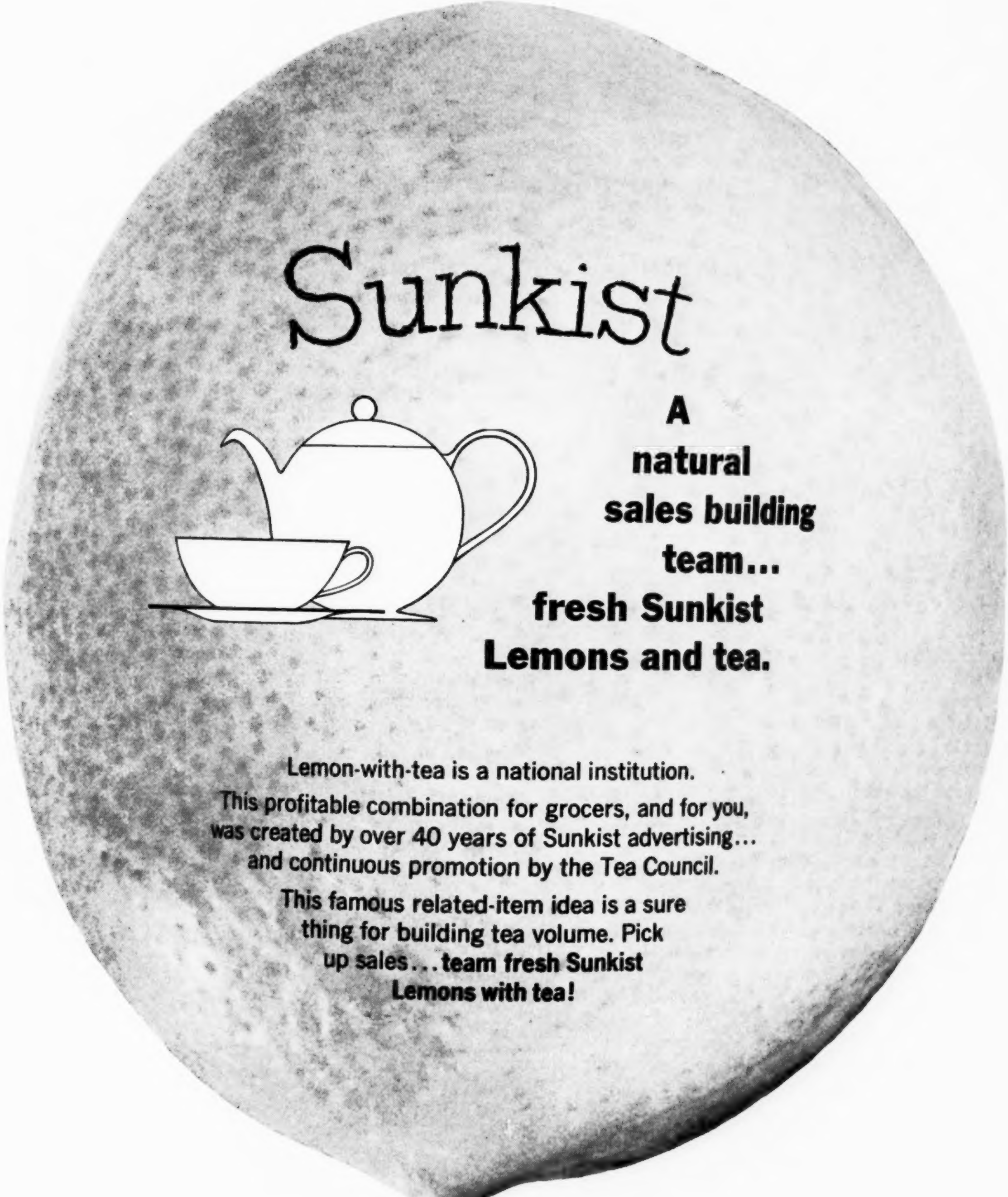
He would be only partly right, for it is doubtful if this particular committee has ever sat together as one body. Moreover, the members are not chosen for any skill they may have in publicity methods. Nor are they concerned with popularizing tea in the eyes of the public. This very specialized responsibility is left in the capable hands of the Tea Council.

What then is the justification for a Trade and Public Relations Committee? The answer lies in the last part of our imaginary newcomer's assumption—that its concern is purely the activities, social or otherwise, of all the members of the Tea Association. It is, in fact, the official body through which the Tea Association can promulgate information essentially of interest to its members.

The committee's main function is to assume responsibility for the publication of the Trade Relations Bulletin, which the association distributes periodically. The chairman of the committee is automatically editor of the Bulletin, and the other members are so chosen that they cover every possible aspect of the trade, thus acting as special correspondents for the editor.

Many people reading this—especially those working overseas—may never have seen the Bulletin, which is exactly why it is able to exist alongside the commercial trade publications. It is concerned essentially with the activities of the U. S. Tea Association and does not try to compete in any way with the professional journals.

The information with which we try to fill the pages of the Bulletin generally has no competitive commercial value. No attempt is made to express opinions, but only to report facts. Naturally, this policy does tend to make it dull reading, and the committee is constantly trying to introduce


Sunkist
A
natural
sales building
team...
fresh Sunkist
Lemons and tea.
Lemon-with-tea is a national institution.
This profitable combination for grocers, and for you, was created by over 40 years of Sunkist advertising... and continuous promotion by the Tea Council.
This famous related-item idea is a sure thing for building tea volume. Pick up sales... team fresh Sunkist Lemons with tea!

items to catch the attention of the less enthusiastic readers. However, this is not an easy task if we are to avoid trespassing on the preserves of the existing periodicals and maintain something of a "family" interest.

Facts and figures come in regularly, and these are, of course, essential, but we would like to include on a regular basis a short story, a legend or a jingle about some aspect of tea. A few of these have been printed in recent issues but suitable contributions are not easy to obtain.

Unlike the Bulletin, the circulation of the COFFEE & TEA INDUSTRIES goes far beyond the borders of the U. S., and the editor of the Bulletin is always very glad to hear from people overseas who have information or fiction which could be of general interest to the U. S. trade.

It was suggested some time ago that a "Letters to the Editor" column might be started. But the response so far leaves little doubt in our minds that we shall have to adopt what we suspect is a practice of "Dear Miss Dix." We must write to ourselves, if no controversial mail comes in, and see what we can start!

# Tea Club: "Treat yourself"

By THOMAS E. DANNEMILLER, President
The Tea Club

On June 25th, 1952, a new baby was born to the tea trade in New York City. On hand for the occasion was 68 tea men. It happened at the Antler's, at 67 Wall Street. The infant was named The Tea Club.

Since then, of course, The Tea Club has grown. It has weathered the formative years and taken on stature. It might be interesting, now, to go back and look at the beginnings, the aims—and the results.

The avowed purpose of the club was to bring together people connected with the tea business in a friendly atmosphere. No company as such could join. The meetings were to be informal in nature, with the emphasis on meeting other people in the trade.

No business was to be conducted, although it was intended that from time to time, topics of interest, either directly connected with tea, or not, might be discussed at the meetings.

To add to the friendliness, it was decided that the activities for the most part would be centered around dinner meetings.

The organization's finest act was to elect Joe Diziki president, Ollie Conway vice president, Bill MacMellville secretary and Doninick Vaskas treasurer. Very shortly after the first year, Miss Elaine Kroner was elected as officer, and has remained one to this date.

These people, the hard core around which The Tea Club formed, must accept the praise or blame for shaping the pattern—and praise it is.

At testimony to their success, the regular meetings—about three a year—are well attended. One recent meeting had over 125 people for dinner.

Some of you reading this might be unfamiliar with The Tea Club as it is today. The following facts might therefore be of interest.

Current dues are $2.00 per year. Meetings are usually held in the fall, winter and spring. They start about 5 p.m., with dinner served at 6:30. Any program presented is over by 9:30, in order that trains may be caught.

Not the least of the attractions has been the fairer sex. More and more often, we have been graced by their presence. Another feature of each meeting is that many, many door prizes are given out.

All in all, a night spent with your friends at The Tea Club is a rewarding experience. The outlay is small and the dividends high.

The only requirements are that you be in some way associated with tea—and think kindly of tea and those connected with it.

So how about it? Treat yourself to the next meeting of The Tea Club.

### Junior Board

(*Continued from page 36*)

invitations to bid on Armed Forces tea purchase contracts. The Senior Board, on Junior Board recommendation, also authorized the Tea Association to furnish interested members with details of successful bid prices on such contracts, on request.

During the year, the Junior Board continued its practice of investigating and recommending potential sites for future conventions.

We are continuing to investigate the effect of the St. Lawrence Seaway on tea shipments.

Recently, the Junior Board obtained permission from the Senior Board to make a thorough investigation of various

(*Continued on page 61*)


SEE YOU
AT THE
GREENBRIER

Tea's 1959 Convention — The Producers

***musings in a tea garden on . . .***

# quality in the cup

By M. GOPALA MENON, Director, Tea Council of the U.S.A.
Consul General of India, New York City

In the course of the last three or four years, I have shared many a pot of high quality Indian tea, properly brewed, with American friends. Some of these friends and acquaintances were confirmed tea drinkers, while others were strangers in the tea garden, but the remarks made by most of them on the quality of the tea served were uniformly significant.

Those who had been to India and had responded to the rhythmic cries of *cha cha cha* ("cha" means tea in Hindi) felt nostalgic as memories of their visits came flooding to their minds. As the delicate aroma of the Darjeeling tea spun its way out of the cups, it seemed to weave itself into a magic carpet and transport my guests across the globe to the land of the Taj Mahal. The more articulate among them took me on a verbal tour of the places in India familiar and dear to them and recalled the many occasions they had sipped hot scintillating Indian tea.

There were some who had never before tasted pure Indian tea, or even a similar high quality tea. They, too, reacted enthusiastically, and often forgot the cup of tea before them in talking about the delicious taste and the still more delicious flavor of the tea.

Lastly, there were the uninvited, the pagans, who had never tasted tea before, or had sipped it only rarely. Their reaction was one of pleasant surprise. They had not known that tea could be so enjoyable, so refreshing. "Gee whiz!" said a teenage visitor to her mother. "Mom, why don't you serve us hot tea every day?"

"I think I will, hereafter," responded the mother, and then, turning around to me, added, "You know, I think the tea commercials you have on the radio are very nice, but somehow I never went out and got myself a package of tea."

Her remarks reminded me of the problem we face, namely, that we do not know how much we are benefiting by the advertising campaign carried out jointly by the producing countries and the American tea trade through the Tea Council. Yes, field tests prove that the percentage of recall of the tea commercials is high, but I am told that this is the utmost we can go so far as tests are concerned. One must wait for the long years to assess the effect in terms of increased consumption.

I was talking about the reaction of the people to whom high quality tea had been served. One question frequently asked was, "But why don't we get such quality tea in America?" I think this a very significant question, and that it should be given due importance by those of us who are interested in winning over a greater and ever greater number of the American people to the tea habit.

Now some of those who asked this question had tasted tea only in drug-stores and restaurants. Unfortunately, we know that in most restaurants tea is served with a concealed frown. There is no automatic equipment yet available in the restaurants which would enable them to brew tea in large quantities, as they can coffee, with the result that the tea service is somewhat as follows: one tea bag half immersed in a cupful or a potful of water, not always hot, very often warm or only lukewarm. The customer has to wait at least about three to five minutes for the tea to brew properly, but his patience often seems to give way before that. Either he drinks the tea before it is fully brewed or, in his eagerness for a quick cup, punches the tea bag with a spoon or whatever else he can lay his hands on, and tries to extract the color out of the leaves. What a mess! The result, occuring often enough to be of concern to us, is that the tea consumed is considerably inferior in quality to what even the packer put into it. Sometimes it is downright insipid.

The tragic scene is not always restricted to the public eating place, but is also enacted in milady's private domain. The victim here, as in the restaurants and drug stores, is quality and tea.

The Tea Council is aware of this situation, and it has been trying to make the art of brewing tea better known. But, perhaps, we should ask ourselves: are we doing enough? Should the Tea Council devote more attention to this question? Should greater emphasis be placed on improving the brew that is consumed in this country?

The question is perhaps more fundamental than it appears to be. Many of the people who asked the question, "Why don't we get good quality tea in America?" were well

(*Continued on page 57*)

# Important ingredient in every cup of tea

DEPENDABLE OCEAN TRANSPORT. You can't make a good cup of tea without it!

Tea is super-sensitive. Easily affected by moisture. Susceptible to foreign odors. From the time it's picked, through the stages of drying, rolling, fermenting and firing, sifting, grading and packing, tea demands the most careful handling. This care must be extended all the way to market across thousands of nautical miles. For this kind of care, depend on AMERICAN PRESIDENT LINES.

Aboard APL's modern, 20-knot cargoliners, the tea is carried in clean, dehumidified 'tween-deck holds. Well protected against flavor-tainting odors.

APL's long experience in solving intricate shipping problems is at your disposal today. Put that experience to work by making our facilities an integral part of your own distribution system.

Whatever you ship, wherever it's going, send it by AMERICAN PRESIDENT LINES—the line with the world on its schedule!

APL

**AMERICAN PRESIDENT LINES • 311 CALIFORNIA STREET • SAN FRANCISCO 4 • CALIFORNIA**

Tea's 1959 Convention — The Producers

# changing patterns in Indonesia

## how tea is reaching some consumers via new channels

By KWEEDJIEHOO, Director, Tea Council of the U.S.A.
Consul General of Indonesia, New York City

After 1950, tea production generally expanded in Indonesia. But in 1952 and 1953 it dropped, due to unfavorable climate and lack of shade, manuring and general care. The yield dwindled to 37,040 tons in those two years, compared with 46,513 tons in 1951. But in 1954, production went up again, to 46,742 tons, and in 1957 it increased to 46,964 tons.

The tea estates in Djawa accounted for most of this increase. Production in the tea regions outside Djawa also showed an improvement of about 10%, while smallholders' tea has also gone up slightly.

This favorable development is the result of favorable weather conditions and improved labor situations.

The following figures show the trend of Indonesia's tea production in net tons: 1950—35,284, 1951—46,513, 1952—37,975, 1953—36,778, 1954—46,742, 1955—43,368, 1956—42,629, 1957—46,964, 1958—46,236.

The tea producing regions are West Java, Central Java, East Java, North Sumatra, West Sumatra, and South Sumatra.

During the first five months of 1959, regional tea production was as follows:

| | | |
|---|---|---|
| West Java | 13,284 | Tons |
| Central Java | 552 | " |
| East Java | 772 | " |
| North Sumatra | 3,068 | " |
| West Sumatra | — | " |
| South Sumatra | 424 | " |
| Total Production: | 18,090 | Tons |

Assuming that the average monthly production is 3,618 tons, 1959 production would be 43,428 tons, which is slightly less than the production in previous years.

In 1958, the Netherlands was still the leading buyer of Indonesian tea. Other major destinations were the United Kingdom, Australia and the United States. On the other hand, tea exports to Singapore and Hong Kong fell off, most probably due to stricter control by the Indonesian government on the final destinations of its tea. It had been observed that formerly large quantities of tea, shipped first to Singapore and Honk Kong, were eventualy re-exported to the United Kingdom, thus creating a loss of foreign exchange to Indonesia.

Since 1957, tea auctions in Amsterdam have suffered a setback, by having tea-biddings for a total of only 64,000 chests, as compared with 94,000 chests in 1956.

In that year, Netherlands tea imports from Indonesia comprised 70% of its total tea imports. About half of this quantity, or 3,113,384 Kg. valued at about NF. 13,932,693, was sold by Amsterdam Auction, while the other half, valued at about NF. 14,028,307, was sold directly to the buyers.

Furthermore, the political conflict with the Netherlands came to a head in December, 1957, so that the Indonesian government deemed it necessary to ensure continued production of Dutch enterprises in Indonesia by placing them under supervision. Fundamentally, the consequences of the measures taken by the government can be viewed both from the short-term and from the long-term aspects. These views involve two considerations—production and exports.

Up to the end of March, 1958, production and exports of tea estates under government supervision did not appear to show any large scale decline. In some instances, they showed the same development as in 1957.

It can be visualized that production and exports from estates under government supervision, which later on are nationalized, might temporarily drop due to difficulties arising from lack of experts, materials and transportation, unless such shortages could be supplied at short notice. With this possibility in view, care has been taken that if tea productivity and exports might fall off in the long run, difficulties causing such decline could be met immediately, thereby limiting losses.

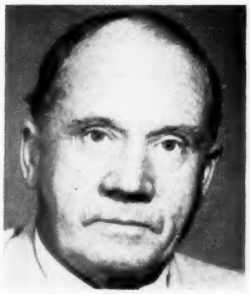
The steady flow of tea exports was interrupted toward the end of the year 1958 as the result of the worsening political situation with the Netherlands. There was a serious shortage of shipping space, and marketing channels to the Netherlands had to be shifted to other countires, the tea consuming countries, for the benefit of direct exports.

Exports of agricultural products, including tea, began to be channelized directly to consuming European countries, eliminating Amsterdam.

The enthusiasm of Antwerp in receiving Indonesian tea was echoed by the tea importers and brokers in Hamburg. The Hamburg tea brokers are eager to form a Deutsch-

*(Continued on page 58)*

# Kenya's African-owned farms



**"The fact is they're working . . ."**

By W. S. G. WILKINSON, Chairman
Kenya Tea Growers Association

The year 1958 saw further expansion of tea acreage and crop in Kenya, which has been the pattern since development was resumed after the war.

The total crop was over 25,000,000 lbs.—an increase of some 3,000,000 lbs. over the previous year's figure—while licensed exports rose by nearly 50,000 lbs. to 18,376,222 lbs.

Sales from the "Pool" distributing organization of the Associated Tea Growers of East Africa to the East African markets amounted to 9,322,023 lbs., of which 4,808,137 lbs. was for local consumption in Kenya.

The total area under tea in Kenya on December 31st, 1958, was 32,641 acres—an increase of over 2,600 acres.

So much for statistics . . .

I think that the most interesting trend in Kenya at the moment is the increasing participation in the industry of African growers. I recently had an opportunity to visit the African areas on the slopes of the Aberdare mountains and of Mount Kenya, and was much struck by the high standard of the leaf produced at the collecting points. This standard has been reflected in the good prices which teas from Ragati Factory have been fetching in the market.

### Potential tea acreage

In Kenya, there are many thousands of acres of African-owned land which are suitable for tea growing and, as holdings are surveyed and viable farms are consolidated out of the scattered fragments which are still the pattern in many of these areas, it is safe to predict that a sharply increasing percentage of total annual plantings in Kenya will be done on African-owned farms.

Kenya's Agricultural Department is making sure that African growers will work on sound lines: in most cases acreage is limited to what can be efficiently tended by a family unit, though the "hired man" is making his appearance and there is a tendency to allow the farmer of proved ability to plant tea on a larger percentage of his holding.

This may well have some social significance, as a means toward keeping on the land the younger men who now tend to seek employment away from their families, or to drift to the towns where they become rootless and without regular employment.

In charge of this scheme in the Central Province is an agricultural officer who has specialized in tea and has traveled extensively in the tea-growing areas of the East. Under him are two assistant agricultural officers and a number of trained African agricultural instructors, each of whom operates in a certain area, advising the African farmers and ensuring that they follow good farming practice.

When a man wishes to plant tea he applies in the first instance to his local agricultural instructor, who forwards the application to headquarters with a report on the man's ability as a farmer and his own recommendations as to whether or not the application should be granted. If it is, the farmer is given a license to plant a stated number of plants on a plan suited to his type of holding and he, in turn, agrees to abide by certain rules. Then when the planting season arrives, he is supplied with the plants for a small fee, usually 10 cents of a shilling per plant. Each instructor has to give an early forecast of the acreage likely to be approved for his area in the following seasons, and on this basis sufficient seed to fill probable requirements is planted in Agricultural Department nurseries.

### Planting material

It is the policy of the department to do everything to encourage the good farmer, so when a wave of enthusiasm suddenly surges up in an area, all sorts of shifts may have to be resorted to in order to supply the required planting material. Experiments are going on at the Kagochi Experimental Tea Station, near Ragati Factory, to discover at which stage a tea plant can most successfully be planted out by an individual farmer. At the moment opinion tends towards the two-year-old "stump," but very successful results have been achieved in individual cases with one-year-old seedlings and seed planted at stake.

Experiments are also taking place to determine ideal spacing between bushes under varying conditions, and to work out methods of bringing the bushes into production and methods of subsequent pruning, all of which will be easily understood by peasant cultivators with no previous tea experience. That these experiments are proceeding on the right lines is shown by the excellent appearance of many of the holdings which I saw.

Once the tea comes into bearing, it is plucked once a fortnight or once a week, according to the season, but always on the same day. The pluckers carry their baskets to collecting centers where the leaf is inspected and weighed, the plucker being given a receipt for the amount accepted when

(*Continued on page 56*)

# *Greetings to the Tea Association Convention*

The Greenbrier
White Sulpher Springs, W. Va.
November 1-4

*Best Wishes*
*to all our friends*
*in the*
*Tea Industry*

*The Greenbrier, site of 1959 convention*

KING COFFEE
DETROIT, MICH.

**The prestige of fine tea & coffee**

**JOHN SEXTON & CO.**
*Tea Merchants Since 1883*
Chicago—Long Island City—Pittsburgh—Atlanta
Dallas—Philadelphia—Detroit—San Francisco
Indianapolis—Boston

**A. W. McADAM COMPANY**
*Tea Brokers*
131 State Street — Boston, Mass.

**SPICE ISLANDS COMPANY**
*Spices, Herbs, Vinegars, Tea, Pepper Mills*
100 E. Grand Ave. — South San Francisco, Calif.

**OLD DUTCH COFFEE CO., INC.**
*Tea & Coffee Packers*
80 Front Street — New York 5

**STOP & SHOP, INC.**
*Supermarkets*
393 D Street — Boston 10, Mass.

**OLD JUDGE COFFEE COMPANY**
*Tea Packers*
704 North 2nd Street — St. Louis 2, Mo.

**TETLEY TEA CO., INC.**
*Tea Blenders and Packers*
483 Greenwich Street — New York 13, N. Y.

**DAVID ROSSMAN, INC.**
*Tea*
86 Beekman Street — New York, N. Y.

**WEDDLE TEA COMPANY**
*Importers — Blenders — Packers*
127 Water Street — New York 5, N. Y.

**SALADA-SHIRRIFF-HORSEY, INC.**
*Packers of SALADA TEA*
399 Washington Street — Woburn, Mass.

**WESTERN STATES TEA ASSOCIATION**
Eleven Western States

**SEEMAN BROS., INC.**
*Tea Packers*
40 W. 225th St. — New York 63, N. Y.

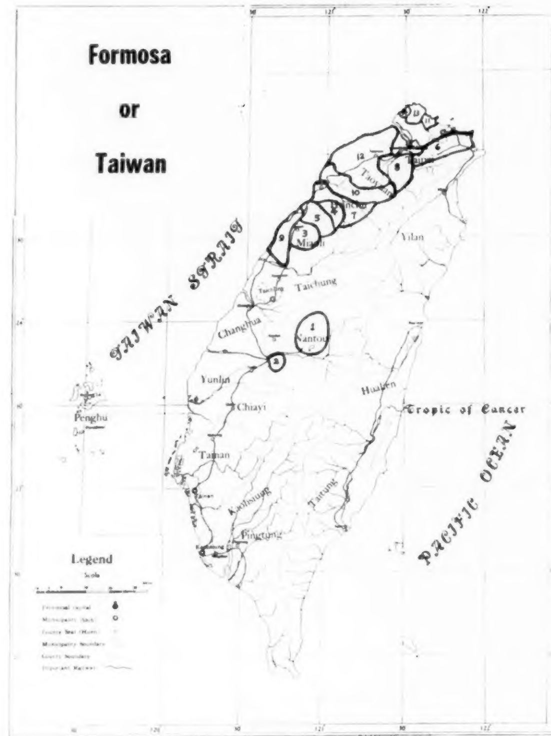
**WEST SIDE WAREHOUSES, INC.**
*Modern Tea Storage — Clean Rooms*
416-424 Washington Street — New York 13, N. Y.

## Origins of Formosan Teas

### By Types and Qualities

*(key to adjoining map)*

| NO. ON MAP | NAME OF DISTRICT | TOWNS & VILLAGES INCLUDED | QUALITY |
|---|---|---|---|
| 1 | Yu-chih | Yu-chih, Pu-Li | Fine |
| 2 | Tung-Ting | Tung-Ting, Chu-Shan | Fine |
| 3 | Lao-Tien-Liao | Lao-Tien-Liao, To-Wu, Kung-Kuan, Shih-Tan, Ta-Ping | Fine |
| 4 | Pei-Pu | Pei-Pu, Yueh-Mei, Pu-Hsing | Fine |
| 5 | Chu-Nan | Chu-Nan, San-Wan, Nan-Chuang | Fine |
| 6 | Wen-Shan | Wen-Shan, Mu-Cha, Ching-Mei, Shen-Keng, Sin-Tien | Fine |
| 7 | Chu-Tung | Chu-Tung, Pao-Shan, Shang-Ping | Medium |
| 8 | San-Chia | San-Chia, Tu-Cheng, Shu-Lin, Hai-Shan, Cheng-Pu | Medium |
| 9 | San-Yi | San-Yi, Hou-Lung, Tung-Lo | Medium |
| 10 | Kuan-Si | Kuan-Si, Ma-Wu-Tu, Sin-Pu, Kung-Lin | Medium |
| 11 | Chin-Shan | Chin-Shan, Wan-Li | Medium |
| 12 | Lung-Tan | Tung-Tan, Ling-Ting, Kuei-Shan, Lin-Kou, Yang-Mei, Pu-Shan | Fair |
| 13 | San-Chih | San-Chih, Shih-Men | Fair |
| 14 | Tan-Shui | Tan-Shui, Ping-Ting | Fair |




# the geography of Formosa tea

By FRANK F. CHO, Formost Tea Corp.
New York City.

Today a continuous supply of uniform quality teas is of prime importance in buying policies. For this reason, a closer look at the sources of supply on Formosa should aid users —and prospective users—of these teas.

In an earlier article in this magazine, I pointed out the main characteristics of the tea markets on Formosa. (See: "Formosa: emphasis is on quality," September, 1958, Coffee & Tea Industries, Page 49.) As we mentioned then, there are different levels of tea markets there—one for raw leaves, one for semi-finished teas and a third for the finished product.

The Formosa teas offered in the United States are mostly "bulks" of the finished product, as against the "garden teas" from other sources. Experienced buyers here work with selected shippers who have proven to be vertically integrated—that is, who can exercise effective control over the supply line all the way from planting, through manufacturing (including blending) to exporting.

Nevertheless, facts about where these teas are grown on Formosa, and what their characteristics are, can be quite helpful.

This report is designed to be a brief summary, rather than a comprehensive review. It is intended to provide a convenient bird's-eye view of the picture.

For discussion here, let's divide Formosa teas into three general categories: "Fine," "Medium" and "Fair." The "Fine" category gets most of the attention, since it is believed to be of major concern in the U. S. market.

As the accompanying map and table indicate, the tea plantations are scattered over the northern half of the island. There are about six districts where fine teas are grown:

1. *Yu-Chih.* Over 95% of the Assam seed teas on the entire island are from this district. All the plantations here are controlled by only two major companies. However, due to local financial and political reasons, some of the raw leaf is sold to other tea manufacturers. As a result, in this market offers of Assam seed teas come from all areas, but

(*Continued on page 94*)

# Canada puts focus on tea as pioneer beverage

The Tea Council of Canada, representing Canada's national beverage, has hitched on to the Canadiana theme and is launching the most extensive public relations program in its five-year history.

Emphasizing the fact that tea is consumed by more Canadians than any other beverage (97% of Canadian homes report tea packages in the cupboard) and that more cups of tea are consumed each year than cups of any other beverage, the Tea Council has also discovered that tea reaches back to the very beginnings of Canadian history.

Canada, as Tea Council Chairman R. Keith Porter pointed out at the Canadian Tea and Coffee Association convention in Quebec City last month, is still a pioneer country. And tea, he added, has been associated with pioneering since the first explorers came to Hudson's Bay and the St. Lawrence River back in the 16th and 17th Centuries. No other beverage, Mr. Porter concluded, has been so intimately associated with Canadian growth and development. Today, as 100 years ago, it is tea that is served in the pioneer areas, where men still live under rugged conditions and have to battle nature.

The Canadiana project announced by Mr. Porter is an extensive one, involving a nationwide search for relics of the early tea trade in Canada and documents or objects illustrating the life of the early pioneers. Writers, artists, librarians, museum curators and private collectors are being alerted to the search and are already cooperating in local areas.

As interesting objects are collected, they will be assembled, classified and catalogued, and then in some cases will be made available for displays in schools and colleges, art galleries and museums. Special displays will also be prepared for department stores, restaurants and hotels, and assistance will be given to small pioneer museums seeking to equip cabins and early homes with proper kitchen and dining table utensils.

Finally, when enough material has been assembled, the Tea Council will found a Canadian Tea Museum. This may be a separate building erected in a community which has played a leading part in the tea trade in Canada, or it may be a special wing or room in an existing museum where there is already a large supply of tea material. It is hoped, however, that the museum will be in a small or medium sized community where it will be promoted as a tourist attraction and where the community itself will be proud of being the home of the Tea Museum.

The Canadiana project is the major item in a comprehensive public relations program that will take the Canadian tea story into a great many areas. A program is already underway to restore the once-popular fashionable afternoon tea in the nation's leading hotels, and the Hilton-operated Queen Elizabeth in Monereal is taking the lead with elaborately planned and beautifully served afternoon teas in its Panorama Lounge on the 21st floor. A specially planned program involving the design of executive tea services for "successful executives" is also underway, the Tea Council cooperating with design councils and individual designers and office decorators to produce modern, streamlined services for executive suites.

Immediately prior to announcing details of some of its public relations plans, the Tea Council issued its annual report in which it re-emphasized its strong position as leader among all beverages in Canada. Tea consumption, it pointed out, continues to increase in Canada and tea holds its commanding lead, especially in the Atlantic Provinces and Ontario.

Also stressed by Chairman Porter is the significance of tea in the economic development of the Commonwealth of Nations, of which Canada is an important member. The recent visit of Her Majesty, the Queen, who incidentally, was served tea every day during her long, gruelling transcontinental tour, has served to emphasize for Canadians the importance of the Commonwealth link.

Canada has contributed extensively to the Colombo Plan, but many businessmen are agreed that stimulation of trade between Canada and the Far Eastern members of the Commonwealth will serve a much better long-term purpose than

(*Continued on page 96*)


**Cartons designed by Frank Gianninoto & Associates, Inc., for specific appeal in the Canadian market. Copy is in both English and French. These black tea cartons have a new "tea box" shape. Background color is a deep maroon-brown, to suggest strength and richness of blend. Printing is orange, white and gold.**

# plan ahead for premiums in the "Golden Sixties"

By GORDON C. BOWEN, President
Premium Advertising Association of America

*Gordon C. Bowen is also president of The Premium Service Co., Inc., a subsidiary of the Curtis Publishing Co., Inc.*

"Plan Ahead" signs have been circulating in offices for several years—the kind that don't leave enough space for the last three letters. The joke has been generally enjoyed. It appears also that the lesson inherent in the humor has *not* been overlooked by most of the tea industry.

The Premium Advertising Association of America studied with interest COFFEE & TEA INDUSTRIES' recent survey that showed tea companies making less use of premiums in 1959. Heartening, however, was the reported trend among most firms toward long-range planning on premium items.

It is not only to these firms, but especially to the 20% who indicated that the selection of premium items was a last-minute choice, that I extend an invitation to visit our two premium shows, PAAA's spring show in Chicago and the fall show in New York.

It was at the New York show last month that the premium manager of one of the largest tea companies in the world told me, "The only problems we have with premium promotions occur when we choose the wrong item to offer."

For this reason, the "plan ahead" signs are up at the premium shows, where the best informed and most experienced premium merchandise suppliers in the nation are at your service to help mold product, premium, promotion and planning into even greater sales.

"Why promotions at all?" some tea men have asked me, in these days of a spiraling economy and good, or better tea, sales than at any time in the past decade. "We advertise everywhere," they say, "on radio, television, outdoors, in newspapers and magazines. What more can premiums do for us?"

This seems to me to be a short-sighted view, brought about perhaps by complacency. Many tea companies may have done well this year without premiums, of course. That's why today a golden opportunity exists to plan ahead for the 1960's—to go ahead with a premium program rather than to ride the waves of 1959 results.

Now is the time to say to your loyal customers, "Thank you, and here is a little something extra." Premiums can help insure future sales and hold brand loyalty without self-defeating special deals and price cutting.

Intelligent planning of a premium program now will separate the tea man who has daring from his myopic counterparts. He will count his returns in these three areas:

(1) Securing a jump on the competition in the year ahead.

(2) Defeating substitution after his desired results are an accomplished fact.

(3) Insuring any short-term benefits of his 1959 program.

By attending the premium shows, a premium manager can shop for the proper item, the *wanted* item that fits the needs of his product. A tea company would probably not want to offer an auto accessory. A tea company, on the other hand, need not offer the same kitchen products year after year.

At the premium shows, with the advice and counsel of premium suppliers at his ears and the vast array of tempting products before his eyes, the attractive, exciting, valuable and *wanted* item can be found.

Let us—the users and the suppliers of premiums—plan ahead together for the exciting challenge of the Golden 60's, in which we will see 40,000,000 additional people in our country and drastic economic changes, according to thoughtful marketing economists. By 1970, in fact, the *average* family income is expected to climb to $8,500, compared with today's $6,000 and with the $4,000 figure at the end of World War II.

Everyone will be competing for the consumer dollar. New products and services, expanded leisure hours and additional facilities to enjoy them will be governing factors in the competition.

People will spend, but they will also save. The consumer will seek the most for his dollar and thriftiness will play an integral part in encouraging and providing dollar savings to consumers.

# Home of QUIKUT Premium Cutlery


# CAPACITY COUNTS

## ...and QUIKUT has it!

★ **Plant Facilities**
★ **Modern Equipment**
★ **Experienced Know-How**
★ **We Can Deliver— On Time, Any Time!**
★ **Quality Cutlery . . . THE SHARPEST!**

*Single Pieces · Sets · Range Unlimited · From One to Millions!*

**QUIKUT'S CUSTOMER AID PROGRAM:**

Design, Manufacture,
Monthly Progress Reports,
Successful Conclusion

TRAFFIC BUILDERS

DOOR OPENERS

SELF LIQUIDATORS

INCENTIVES

GIFTS

Sure-Fire PROMOTIONS

*Here's your PREMIUM Connection!*

**FEDERAL 2-5595** Fremont, Ohio

*Why not depend on the best!*

Our 40TH Year

**QUIKUT, INC.**

Originators of Razor-Edged Household Cutlery

FREMONT, OHIO

At the same time, premiums will also render a valuable service to producers and distributors needed goods by helping to overcome the so-called net profit squeeze.

If you didn't visit the New York show, plan to see us in Chicago in the spring. PAAA meetings are a market place for you to develop new and valuable sources, contacts and ideas.

"Plan Ahead" with us for the Golden 60's, certainly a decade—especially for tea and for premiums —of "something extra."

## Premiums for coffee, tea firms seen among displays at New York show

Premiums designed to appeal to the coffee and tea trades were very much in evidence among the more than 250 exhibits shown at the Premium Show in the Hotel Astor, New York City, recently. And, for good reason. A survey of the field by COFFEE & TEA INDUSTRIES showed that more than half of the packers in these fields used premiums in their promotions.

The items at the show ranged from give-aways costing a few cents to high-priced sales-incentive gifts. There were enough varieties in each category to satisfy requirements for virtually every type of campaign.

The products were as varied as the prices. They ran the gamut from baby formula kits to oil paintings. Prominent among the displays were a wide variety of coffee and tea makers manufactured by such firms as the Silex Co., Cory Corp., David Douglas & Co., Wear-Ever Aluminum, West Bend Aluminum and many others.

Firms such as C. S. Hammond & Co., used the show to promote their new maps. Featured in this category was a space map and a new "50-stater" map.

Books were on display, too. These ranged from comic books to 2,200-page dictionaries.

For the coffee and tea men who want to use gifts from around the world as premiums, there were offers from firms which will send a gift from a different nation each month.

The increase in the use of records was reflected in the displays of the major record manufacturers. Varieties here included popular and classical albums, as well as recordings made specifically for the advertiser.

# Today's woman — and premiums

By JANET WOLFF, Vice President
J. Walter Thompson Co.

*This article is from Janet Wolff's revealing talk at the recent Premium Advertising Conference in New York City.*

There are two things I'd like to say about women. First, a woman is not at all like a man. I'm sure no one here would want to argue the point that she is physically different. But sometimes we forget that she thinks like a woman and her attitudes are feminine. Her mental characteristics are just as different from a man's as her physical characteristics—only not so obvious at first sight.

Second, she's changed a lot since Eve. She's not the same woman Eve was—she's not the same woman she was ten years ago or even five years ago. She's changing as we meet here. To effectively reach her—to develop premiums she'll want—we've got to know what these changes are and keep up with her new needs and desires.

Now, let's turn to today's woman, see what she's like and how and in what way it can effect the purchase of premiums.

To begin, what are women's attitudes about money? Their attitudes are contradictory. Women *love* to spend money. To a woman, money is useful only when usefully spent. As the man who'd been antiquing with his wife remarked, "It's amazing the things women would rather have than money."

The contradiction is that although women love to spend money, they much, much prefer to get their premiums free. They have special attitudes about premiums. The premium is generally looked upon as a bonus. In a survey of 262 housewives made by Nesbitt Associates, seven out of every ten women said they preferred to collect a greater number of coupons or boxtops, even over a longer period of time, than pay even the smallest amount of cash.

This too is a contradiction—because women ordinarily don't like to save. You may have heard the story about the woman who came home from shopping loaded with bundles and told her surprised husband, "Look, honey, I've hatched our nest egg." But women will save when they are saving *for* something specific and concrete—as when they save coupons or labels or boxtops for a specific premium.

With this in mind, what appeals are effective in getting her money on a premium? If she is getting a *real value*, a woman loves a bargain. But value is more important than economy, as you know. This has been the basis of selling premiums to women for years—and continues to be highly important. She wants to get something *good* for less. If it is a value, the price itself is not so important, as experience has shown all of us. She would rather spend $1.00 than 10¢—to get something she thought was a value, a saving, worth the money.

Feminine logic in this area of money, and what is considered saving, is sometimes difficult to comprehend. *Coronet* defined the woman shopper for us: "One who returns an article for credit, buys something that costs twice as much, and figures she has saved half the amount."

In recent years, women have shown a willingness to pay for premiums—and pay higher and higher prices for premiums—when the value and saving were obvious and real. This trend seems to be increasing and likely will continue in the future. In fact, the slightly higher priced premiums seem to have more attraction for women than lower-priced ones. It almost seems

as if the value and uniqueness grows in relation to price.

Next, fortunately for all of us who sell things, woman has a desire for newness, for change, for something better—a desire which is never satisfied. She is never happy with the status quo—as any man who has re-arranged the living room furniture knows. Things as they are, no matter how good, must be changed.

This desire for newness is especially high today. In fact, it is one of woman's primary motivating forces. She wants to learn new things, try out new things. The only limits are the bounds of conformity—a great departure from established behavior has to be taken slowly.

This feminine desire of newness is to our advantage. It means that we can be more adventurous, more imaginative without as much risk. We can offer new and different premiums — and stand a good chance of getting women to want them.

For instance, many of you have probably heard of an unusual premium offer by the Jewel Tea Co.—which was unusually successful. Around Decoration Day and the Fourth of July, flag sets were offered at $2.89 with every purchase of $5 or more. They sold 23,000 flags at a retail value of $66,000—and achieved their object of more store traffic.

More important, woman's desire for newness has a "caution" in it, too. We *have* to keep offering her the new and different, especially in premiums. Because more and more she hates coming back for the same old things. She'll be attracted to something new. A premium that successfully draws women once may not necessarily again—unless it sounds new!

Perhaps the most exasperating feminine characteristic is the tendency to personalize. A woman sees everything, hears everything, in light of how it applies to her. Nothing is impersonal, nothing is abstract. There is the story of the professor in the 12th grade English class who told his pupils if they would take a word and say it ten times it would be theirs for life. And then in the back of the room he heard a girl repeating over and over, "Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom, Tom."

A result of this is that she is easily insulted. She will take the slightest remark as implying a lack of taste or a lack of judgment on her part.

However, woman's personalizing can be an advantage, too. It can make communicating with her easier. If given a chance she immediately makes the things she sees "hers."

Now, women are not easily misled—but once in a while they are fooled. And when they are, watch out—for they take it personally. Woe-be-unto the person who fools a woman with a premium. If a woman sends for a premium and it isn't what she expected, she'll be mad and she'll never forget it. And she'll always be suspicious of the company it came from.

Next, a woman's senses are extremely acute. She uses all five senses as her guide in buying—every time she considers an item, all five senses go to work. Let's examine just a few implications of this.

When it comes to sight, she is extremely sensitive to color. This sensitivity to color means that we usually have to offer a great range of colors and shades—so each woman can choose the one that suits her. It also

means, in advertising and packaging premiums, that we should be extremely careful to choose just the right colors —the colors that both attract her and please her.

And consider a range of colors. Color is a tremendous selling force. Think about it in your catalogue, in your magazine, in your package. It may well be worth the extra cost.

Almost any husband will offer a testimonial to a woman's acute sense of hearing—she's always the first one to hear burglers downstairs at night. A woman also hears interpretively. She translates sounds and words as they reach her ear. The baby cries in the night—the mother automatically knows it means "baby wants a bottle" or "baby needs a blanket." A woman hears the term "low price"—and she often thinks "cheap" or perhaps "not worth anything." But when she hears the term "good value," she may think "a real bargain." Naturally, the circumstances surrounding these words effect her interpretation of them.

Perhaps most important to a woman in buying is her sense of touch. If you've ever watched a woman shopping, you know how she picks up, punches, squeezes, weighs. This is so important that when goods are prepackaged, samples are usually left open and out where women can examine them. In cases where this isn't done, sales usually drop off.

If it is at all possible, even when premiums are in-pack, try to leave a sample where she can touch it, feel it, learn what it is like. And if this is not possible, indicate in advertising and promotion how it feels.

Also, whenever possible, let a woman use her senses to make a trial run on your premium. Let her drive the car, run the electric mixer, write with the fountain pen. This is easier in personal selling and on television, but it can also be effectively done in print advertising—even more often than it is now.

A woman is also more sensitive to detail than a man. She notices everything—the stitching on a collar, the color of a salesman's tie, the design on a fruit bowl in a photograph for a sterling silver advertisement. Details will help sell—the way the blade of a knife is joined to the handle, the special etching on a glass.

If it's there, she notices it. If it's something that should be there, but isn't, she notices it.

## Tea Council publicity put into color movie for convention showing

Tea people at the 14th annual convention of the Tea Association of the U. S. A. will see the first showing of a new color movie.

The subject of the film is Tea Council publicity. It was produced by Hartley Productions, Inc., New York City.

The Council's public relations consultant, Fred Rosen Associates, feels that many organizations fail to do full justice in reporting their activities by limiting their presentations to flip boards or slides to show readership, circulation or lineage figures. All that then remains may be a confusion of numbers and dollar signs. By presenting a case history on film dealing with an actual family and consumers, the publicity results can be revealed in a more graphic way.

The aim of the film is to show how publicity, placed in various media to reach every citizen, leaves its impact and increases the sale of tea.

One episode shows what type of publicity is read by the male commuter. In the sports section, he reads that tea is the drink of champions as well as an energy-giving beverage. On the financial pages, he finds market news, sales and personnel information connected with the tea industry.

To show the impact of publicity and its ultimate result on the housewife, we follow her through an average day: editorials on TV and radio; food and entertainment tips in the women's pages of daily newspapers. Magazines picked up at the hairdresser's or doctor's office also include editorials on menus and health building beverages. The effect of tea publicity is realized when the housewife shops for groceries or her husband suggests drinking more tea.

The film, approximately 20 minutes long, will be narrated live by Mr. Rosen.

### Kenya's *African-owned farms*

(*Continued from page 43*)

he or she produces a disc stamped with a licensed number of the holding. The object of this is to prevent confusion or fraud. Payments are made quarterly at a fixed rate.

Any leaf rejected is taken away and made into tea for home consumption, but I believe that the amount rejected is small, and there was evidence that considerable pride is taken in the standard of leaf brought in.

The leaf is then put into containers made of wire mesh, and lorries collect it for transport to the factory, in some cases from as far as 40 miles away. As the lorries visit different centers each day the collection of leaf involves considerable organization. It is a tribute to all concerned that the system works remarkably well.

If nothing occurs to interrupt the planned and orderly progress of this scheme, I feel sure that it has a valuable part to play in the development of Kenya and its tea industry, for its success in the Central Province will be an encouragement to African growers in other suitable areas, in some of which planting is already going ahead. For Africans, as for most people, success is its own best advertisement.

**_Quality in the cup_**

(*Continued from page 40*)

versed in the art of making tea. Their question implied that, in spite of their careful efforts, they were not getting the best results. I wonder, therefore, whether there is not room for improvement in the quality of the tea packaged in this country. Of course, we can always tell these folks who are so particular about quality to go and buy one of the costly premium teas. But would we be wise to give them such advice? I doubt it. On the contrary, it might be useful to take a critical look at ourselves.

Our problem is clear. Tea faces tough competition in the beverage market. There are infinitely larger number of Americans drinking coffee, milk, soft drinks and fruit juices than those who drink tea. The competing beverages are not only well established but are also competitive. The problem is, therefore, to sell tea not only as a beverage with refreshing qualities comparable to and better than the others but also as a beverage which is economical and easy to prepare.

I think all of us connected with the tea industry in this country are aware of the problem. I am not so sure, however, that the solutions applied till now have been the best ones. Have we sacrificed *quali-tea* in emphasizing *utili-tea?* Are we going in the right direction?

These questions are quite relevant, as the trend towards the marketing of *instant tea* is gaining momentum. Instant tea, even as the tea bag, is reportedly based on the assumption that people find brewing tea in the traditional style (with loose tea leaves) a chore and that they find the tea bag "messy." Perhaps, people do prefer to do less work and avoid "mess." But the assumption behind the instant tea goes much deeper, namely, that the people would prefer ease of preparation for quality. Do we have evidence to support the claim that this preference is strong enough to justify the present trend and emphasis in tea marketing? Or would we, perhaps, be better off in the long run if we place more emphasis on quality?

It will, perhaps, be argued that those who drink instant are never likely to try any other type of tea more difficult to prepare. Is this argument justified by facts? Statistics show that the proportion of instant tea in the total tea consumption is increasing, or at least increasing at a faster rate than the rate of tea consumption. It seems we have been able to persuade some of those used to the tea bag that the tea bag is really "messy" and that the instant tea is their best choice. But are we being far-sighted?

An argument that is often advanced in defence of the present standards of the tea sold in the United States is that the adoption of better standards would price the product out of the beverage market. In fact, this is often given as a reason for not using a greater proportion of quality Indian teas in American tea blends and more tea in a tea bag. This argument also is based on an assumption of consumer preference. In this case, it is held that the American consumer would rather settle for less than the best—or even good—quality tea than pay a higher price for it. Do the facts of American life substantiate this assumption? Perhaps we should re-examine the question.

The American people enjoy a much higher standard of

living than most other peoples. Their levels of income enable them to afford a certain measure of gracious living. Even though the competition for the consumer dollar is acute and becoming more acute, it would seem that people would not settle for a product merely because of its low price. In fact, consumer attitude seems to be shifting in favor of products of quality. Thus, in the field of fabrics, the trend is definitely gaining ground in favor of the superior hand-loom fabrics from India and other countries. The consumer would seem to be looking for better *value* rather than simply an inexpensive price tag. Such being the case, we should perhaps examine whether we are right in orienting our marketing policies to economy price at the expense of quality. I am certainly not implying that the tea that is blended, packaged and sold in this country is of a poor quality. But it cannot be denied, quality can be improved.

I have raised some questions here because it is my firm belief that, in this highly competitive market, we should constantly subject our policies to critical examination. Perhaps we are on the right path; perhaps we are not. But in either case it is imperative to apprise ourselves of the situation and take whatever further steps are necessary.

### *changing patterns in Indonesia*

(*Continued from page 42*)

Indonesische Tee Handelgesellschaft, in line with the already established Bremense G. m. b. H. for Indonesian tobacco.

In the meanwhile, according to the London Tea Brokers Association's report of June 29th, 1959, they imported Indonesian tea which amounted to 13,486 chests during the period of January 1st to June 26th, 1959, as compared with 10,565 chests during the same period the previous year.

It is to be regretted that Indonesian tea exports to the United States have been decreasing slightly during the first half of 1959. They amounted only to 7,899,000 lbs. as compared with 8,804,000 lbs. during 1958.

It is also a pity to learn that some U.S.A. tea imports from Indonesia have to be shipped not directly but via Europe, since the rate of the Freight Conference has been formulated lower via Europe than directly from Indonesia to the United States.

As regards world prices of tea at the beginning of 1957, the Colombo quotation of Good m. B.O.P. quality was Rs. 2.85/lb. The price slumped and stood at Rs. 1.45/lb. in May, but a change for the better occurred in September, when the price rose to Rs. 2.15/lb.

At about the same period, the Djakarta price for Good m. B.O.P. quoted at Rp. 10.— per ½ Kg. and reached a low in June, with Rp. 6.40 per ½ Kg. Subsequently, the quotation edged up again to reach a high in November with Rp. 11.— per ½ Kg., followed by a drop to Rp. 9.50 per Kg. at the end of 1957.

Internal inflationary pressures were felt more strongly in Mid-August, 1959, than in foregoing years. On August 26th, the government endeavored to improve conditions, as embodied in the new monetary systems, as well as in the new trade regulations and in the field of production.

In spite of the above-mentioned present difficulties, it is not exaggerating to be optimistic in hoping for a speedy increase in production and exports, especially of tea.

**_hot tea is hotter in the restaurant_**

(*Continued from page 24*)

our operations do things exactly alike." But in tea preparation, he emphasizes, there are certain steps that you must follow if the product is to turn out right—the water must have reached the boiling temperature, etc. Slater does a great deal of employee education in preparation techniques.

Service methods also differ. One interesting note is that the Slater installation at the New York Life Insurance Co. in New York City using three of the FMC automatic teamakers. "We find the FMC a very simple machine to operate, and the only problems we have had with it are the result of our own training problems, not the machine."

Another fascinating Slater installation is at the U. S. Army Signal Corps Supply Station in Philadelphia. Service here is on rolling wagons. The tea is bulk-brewed and then sent out in insulated pots, "just like coffee. The major problem with this is that you must gear to a short-time period. Tea doesn't have the same durability that coffee has." When the kinks are worked out, Slater is planning to try this type of rolling wagon service in New York City also.

When it comes to promotion, the Slater style is carefully characterized and worked out. Although the nature of their installations does not permit much opportunity to do menu promotions, "we do a real bountiful type of presentation. We make any item we promote as prominent as possible. We dress it up, with back-bar strips wherever feasible, play up the raw product, issue instructions for the customer and help him make the products." In short, the company pulls out all the stops in an effort to "sell" the item.

This October, the Slater System will "gear an all year 'round iced tea promotion, plus a hot tea promotion," Mr. Coughlin says. Many of the Slater operations, he explains, are in the South and Midwest, "and we have found also that iced tea can be sold in the North throughout the year." This year they are going to see if they can't push their total 12-months-of-the-year sales still further.

Slater is an Herculean food service management group covering 20 or more hospitals, over 100 schools and colleges, and more than 200 industrial and in-office food service operations. They go into 30 states, as far west as Kansas and Nebraska, from Boston to Miami and Texas, and all the places in between, adds Mr. Coughlin.

If in as varied and widespread an operation as this one, hot tea can offer uniformly good results—it is not surprising that the individual restaurateur generally is beginning to "think up" about the beverage—and hot tea in the restaurant is getting hotter.

**Iced tea beats the heat**

What are the best thirst quenchers? According to Dr. Norman Jolliffe, head of the New York City Bureau of Nutrition, they are water, water with a dash of lemon and iced tea.

They contain no calories and leave no sweet, cloying taste.

Iced tea has another feature, adds Lipton News. It gives the body a lift, a pick-up to help relieve heat fatigue.

## 25th anniversary in tea marked by Clement Hakim, now a leading tea importer

His 25th anniversary in tea is being marked this year by Clement M. Hakim, New York City, who has become one of the leading tea importers in the country.

Mr. Hakim started in tea in Alexandria, Egypt, as an apprentice. After attending St. Mark's College there, he joined the tea department of Japan's giant Mitsui organization.

Six month's as a tea apprentice convinced him that he liked the business, and with his father's agreement went to Shizuoka, where he set up a tea blending and exporting firm. Within a year, re recalls, his capital was gone!

In 1935, he began making yearly trips to Europe and also to Africa, where he set up importing offices in Tripoli, Tunis, Algiers and Casablanca.

In 1939 he came to the United States, and in association with others, opened an office in New York City to specialize in Japan and Formosa teas.

Two years later he set up his own company and widened his activities to handle all kinds of tea, especially Indias, Ceylons and Javas.

In 1944, feeling that his knowledge of Japan and the Japanese language might be useful to the United States, he gave up his valuable wartime tea import "quota," closed his office and volunteered for the Armed Forces as a private.

Within six months he was a lieutenant in the U. S. Military Intelligence. He left the Army in 1947 with the rank of captain.

In 1946, he was asked by SCAP to go with former President Herbert Hoover to China as a Food Mission advisor. He was also sent to Formosa to check on the food and tea situations there.

After the war, he was assigned by the Army to SCAP, in Japan, where he directed reorganization of the almost totally dislocated tea industry.

As an expert tea consultant to the Army, Mr. Hakim prepared studies on all phases of the world tea situation, and visited Asia and Africa in carrying out these duties.

Following his discharge from the Army in 1947, he reopened his offices in New York City. Four years later he was called on another mission, by the governor of Formosa, to improve that island's tea exports.

In 1951 he went back to Japan, on a similar mission for that country.

He has also served as a consultant on tea to the governments of France, Japan and Nationalist China.

Mr. Hakim continues to keep in direct touch with key tea markets in Europe, making frequent trips there. He also visits India, Ceylon and other producing countries.

### Pakistan sees tea earnings doubled this year; continues expansion efforts

Export earnings from tea during the current year are expected to double as a result of the implementation of the new tea policy of the government of Pakistan.

A spokesman for the Ministry of Commerce said that they hoped to export 20,000,000 lbs. of tea this year.

The tea export total last year, (June, 1958, to June, 1959), was only 9,000,000 lbs.

**Junior Board**

(*Continued from page 38*)

types of group insurance coverage, with a view to possible sponsorship of an attractive group plan by the Tea Association.

In these and in many other ways, the Junior Board hopes to aid the tea industry—with particular emphasis on increased sales. We lean heavily on the brainstorming technique as an idea-getting device, with the whole tea industry and its myriad problems our bailiwick for investigation and possible improvement (The Tea Center, now nearing completion, is an important example of a Junior Board project which resulted in a significant undertaking).

It is only by dynamic thinking and initiative that tea can reach the goals we have hopefully set for it. The Junior Board will continue to do its part.

**hot tea in the food store**

(*Continued from page 14*)

ever is offering it that particular week, gets the business. We just keep swapping positions."

Promotions where free consumer goods are offered on the 100-count package probably stand a better chance.

Mr. Sherin gives a lot of credit for the way tea has held on to its increased sales percentage to the television commercials he has seen. "All advertising *has* to help," says he.

Elm Farm Foods consists of 40 stores, the bulk of which are in Massachusetts, with a few in New Hampshire and in Maine.

It is the impression of M. John O'Donoghue, general merchandising manager of Purity Stores, Ltd., a 101-store Western chain with an $100,400,000 annual volume, that "hot tea drinking is up."

### "Gimmicks don't sell tea"

From Purity's experience with its private label tea, Mr. O'Donoghue feels that it is not the gimmicks that sell tea. "We don't have demonstrators, we don't take special promotions—we just sell tea." Frequently, they put tea on sale and advertise the specials in newspapers. Tie-ins are used only in the summer time.

From King's Food Town, Irvington, N. J., one of an eight-store cooperative New Jersey chain, comes confirmation that tea has held on to the business it took over when coffee prices went up. Max Atlas, grocery merchandiser, comments that while "hot tea has not become more popular recently, it hasn't decreased in popularity, either."

If Mr. Atlas were to select the single factor that in his opinion helps boost tea sales, he would say, "Price." King's Supermarket, Inc., as the chain is known, has done a special job with its own tea bags and the reason, according to Mr. Atlas, is "the price at which we are selling them."

Usually, King's stores work out their own displays. It's Mr. Atlas' feeling that the salesman trying to help out with displays, "takes too much of the manager's time." Where a manufacturer has a special promotion, however, the stores will work with him. One such success-

ful promotion was White Rose's 10¢-off on the package. Again, price was the shot-in-the-arm factor here, he feels.

King's stores have also found tie-ins, with such items as cookies, are worthwhile to promote.

From the 30-store Phoenix, Arizona group of A. J. Bayless Markets, Inc., Gordon F. Mell, advertising manager, informs us that their tea displays are handled only by manufacturers' representatives. Periodically, the salesman comes in and sets up new displays. Some tea packers are head and shoulders above others.

Mr. Mell cannot say from statistical fact that hot tea's popularity is increasing in his area. "*We* are growing, and our volume in most products is growing, also." However, "we drink iced tea the year 'round here in the Southwest. Tea sales boom during the summer months, with our tea volume probably doubling winter sales. The 'hot tea' period here would be November, December, January and February, when an approximate 75% of the tea consumed is hot."

"The tea salesman is doing a good job," observes the grocery buyer for a West Coast operation that encompasses more than 100 stores. But he feels that the manufacturer could do more to bolster the work that his sales people are doing. In this chain, "we work on a deplorably low margin of profit as far as tea is concerned. So we are not interested in pushing tea." In addition, he feels that hot tea is not exploited as much by the industry as is iced tea.

In his area, "we do a lot better job in the summer than we do in the winter months, because tea is consumed as iced tea in that period."

Harry Shain, of Stop and Shop, Inc., would like to see continued emphasis on "related item merchandising." Tie-ins with lemons, cookies, and other items can have some real results, he believes.

Stop and Shop, Inc., is a 99-store chain with headquarters in Boston. They do an estimated $163,085,744 volume annually.

This, then, is the way hot tea strikes the food store merchandiser. As might be expected, the picture varies. Just about everywhere, tea has held its gains—but beyond that some stores have made more progress than others.

Effective industry campaigns for hot tea will, of course, generate more consumer demand and "hot up" store operator interest.

From the viewpoint of grocer merchandising, two things seem indicated: (1) An even greater responsiveness to needs of the food stores, on the basis of specific chains and even individual outlets; and (2) an aincreasing flow of facts about tea in food stores—volume, profits, promotion ideas, etc.—to move from all levels of the tea industry to grocer operators.

Hot tea is hot in the food stores. But it can become much hotter yet.

***the institutional field***

(*Continued from page 9*)

individual serving consists of a pot holding almost two cups of boiling water, plus a tea bag. The container itself is a thermos coffee pot, which keeps the water hot on its way from kitchen to patient.

At the Toledo Hospital they use individual tea bags, packaged 125 bags to the box, 10 boxes to the case.

Iced tea, incidentally, is prepared in quantity, a gallon at a time, using larger teabags.

J. Louis Read, director of food services at New York City's Mount Sinai Hospital, is another who positively states that hot tea's popularity *has* increased within the last few years. "Hot tea consumption rises during the winter months. But year 'round, on the over-all average, the figure does not decline." In fact, over the past several years, it has slowly been rising.

Between the hospital's cafeteria, the coffee shop and patients, Mr. Read supervises the service of roughly 6,000 meals a day. His tea purchases total 115 to 125 cases of tea bags, 1,000 tea bags to the case, each month. At Mount Sinai, they use only tea bags, no bulk at all.

Mr. Read's success with hot tea is undoubtedly due to the unique attention he pays to quality. About five years ago, Mr. Read decided to ascertain the type of tea they wanted through an actual taste test. "We conducted blind taste tests, using various brands, right here in the hospital. Conditions were carefully controlled. We used water of the same temperature, steeped the same amount of time, and so on." In this way, they evolved the blend they use.

Mr. Read could have relied on the central purchasing department of the Federation of Jewish Philanthropies, the agency that buys for Mount Sinai as well as other hospitals. However, "where there is a product that fluctuates as much as tea does in taste, color and other details," Mr. Read feels he likes to make his own decisions.

A little more than half a year ago, Mr. Read did something else that is unique for tea purchasers in his field. He arranged to have Mount Sinai's tea packaged with its own label. Again, Mr. Read conducted blind taste tests to determine the blend. "I wasn't simply going to tell the packer to give me this and this kind of tea. I wanted him to know specifically what kind of tea I wanted."

Mount Sinai's "private brand" is a blend of Orange Pekoe and Pekoe with a slight amount of Darjeeling.

With tea, just as with coffee, service is a strong selling point, Mr. Read believes. That is why, in his cafeteria service, preparation is done according to Hoyle and the Tea Council. The tea bag is placed in the cup, and *boiling* water drawn over it. Iced tea is made in gallon size quantities, with tea bags, not bulk tea.

Is hot tea "in"—in the institutional field? Our survey would indicate that it definitely is. But it also reveals that whatever the tea industry does to improve sales in other areas, it can't help but snug hot tea's position more securely here, too.

Some of the main points for emphasis are these:

1. Federal Specifications to help purchasers improve and standardize tea quality.

2. Education on correct techniques of preparation and service.

3. Exploration of self-service equipment that makes hot tea practically move itself off the counter.

4. Last, but not least, advertising that talks up hot tea.

Even the institutional field is not untouched by the constant buzz-buzz about hot tea that advertising creates. And as Mr. Read of Mount Sinai Hospital comments: "All this fuss about whether advertising is good or bad is pointless. If it sells the product, that is what matters."

**the tea we import**

(*Continued from page 12*)

a change in the primary sources from which we obtain our tea supplies. The steady displacement of green tea by black, prior to World War I, naturally reduced imports from China and Japan, since their output was chiefly green tea. The black tea-exporting countries of India and Ceylon profited by the loss of the green tea producers. Java and Sumatra during this time improved the quality of their black tea, and since it was available at a lower price than tea from either India or Ceylon, U. S. imports from that area increased. Japan's exports to the U. S. were slowed down even more in the fall of 1941, when it became necessary to obtain special import permits for all goods from Japan. After Pearl Harbor, arrivals from Japan ceased, and with the Japanese conquests of the South Pacific, India and Ceylon became the only important suppliers of tea to the United States.

Today, India, Ceylon and Indonesia supply the bulk of our requirements. Mainland China has never regained its prewar status as a tea exporter. Formosa (Taiwan), long famous for its oolong tea, has increased its output of black tea, primarily to satisfy U. S. requirements. Japan's production is almost all green tea of which the U. S. imports only a small quantity.

The large and ever-increasing population of the United States suggests a vast potential for increasing tea imports. In fact, this is probably the most promising factor in the long term outlook for tea. That this potential does exist will continue to spur efforts to have tea more widely accepted and used more often. However, overcoming established beverage habits will not be easy.

In the immediate future, U. S. imports are expected to follow the established pattern of continued gradual increase. No significant short-term increases are expected, since increasing quantities of coffee are now available at relatively low price levels, and there is every indication that this abundance of coffee will continue, at least during the next few years.

However, if the promotional and advertising campaigns now being conducted prove effective, the time may arrive when tea approaches a position in the United States that more nearly corresponds to its place in the world.

**"hottest convention yet!"**

(*Continued from page 30*)

reason for being and to merit your continued support.

At the time of this year's convention, the Tea Association will be 61 years old, one of the oldest industry groups in the country. In drive and desire and determination, however, the Tea Association is young, just as young as any industry group in the country. It is imperative that your Association stay alert to the dynamism of constant change in the U. S. market and sensitive to the needs of its membership within the framework of that change.

As long as your Association can meet those requirements—even though it's the theme for this year only—it will continue to be true that . . .

*"Tea's Hot!"*

# Editorials

## "Tea's hot!"

The status of iced tea in this country is one of the remarkable achievements in American food marketing history.

Tea people, especially, recognize the achievement—and are not content with it.

They see more potential in the big season, the warm weather months, and especially in the tendency to year 'round use of this iced drink.

But to tea people, iced tea is only one of their two beverages. The other is hot tea.

On hot tea, perhaps even more than for iced, the feeling of enormous potential is growing. Even more, there is conviction that the industry is moving in the right direction—and that, even now, hot tea is "hot!"

This is the thinking behind the theme—"Tea's hot!"—for this year's convention of the Tea Association of the U.S.A.

In the 56-page special section on the convention in this issue of COFFEE & TEA INDUSTRIES is material to help add depth and point to that theme—background material on basic trends; field reports from interviews with food stores, restaurant and institution executives; developments on the product itself; ideas on markets and crops in the producing countries; etc.

The articles can help us to a sounder estimate of where hot tea is now, what its goals might be, how it can get there.

Consider, for example, these comments . . .

*Consumer research tells us that about two-thirds of all the tea used in this country is served as hot tea.*

*The trend of tea sales during colder months has been increasing at a somewhat faster rate than summertime volume in recent years.*

*My only point is that the current growth trend is too slow in relation to the amazing possibilities indicated.*

*—W. Gardner Barker, president, Thomas J. Lipton, Inc.*

After all, the basic function of any convention is to interest, inform and excite. Why else should thousands and thousands of companies spend many millions of dollars for their executives to attend industry meetings?

—C. B. Delano, Chairman, Convention Committee, Tea Association of the U. S.

*In public institutions, tea develops a split personality, in terms of the people who handle it.*

*First of all, there are the people who actually buy the tea. Then, there are those who prepare and serve the finished product. The purchaser acts on the request of the "server", and usually would be at a loss to explain what happens to the commodity he buys, once it reaches its destination.*

*The problem that this situation presents to the tea packer is two-pronged. He literally has to work both ends against the middle, the eventual consumer. That is to say, he must indoctrinate the purchaser on what constitutes high quality tea. On the other hand, he has to work with the food service department so that they don't take a good product and ruin it in preparation and service.*

*—S. P. Gerber, "Tea is hot: the institutional field"*

From the viewpoint of grocer merchandising, two things seem indicated: (1) An even greater responsiveness to the needs of the food stores, on the basis of specific chains and even individual outlets; and (2) an increasing flow of facts about tea in food stores—volume, profits, promotion ideas, etc.—to move out from all levels of the tea industry to grocer operators.

—"Hot tea is hot in food stores"

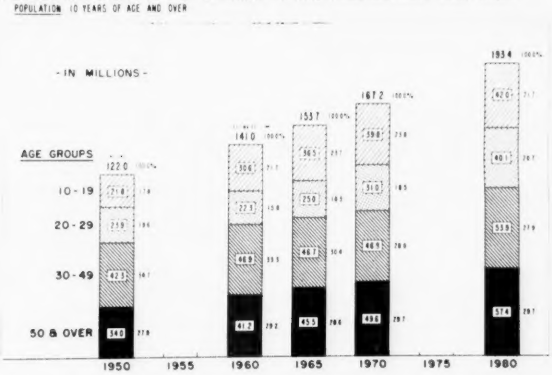
*Whatever the reason, the thinking of many restaurant operators is veering away from the traditional, "Who drinks hot tea?" to an emphatic awareness that "people do drink hot tea."*

*The day your* COFFEE & TEA INDUSTRIES *reporter interviewed W. C. Shoemaker, supervisor of food departments for the Read Drug & Chemical Co., Baltimore, was one of the hottest days "we have ever had in Baltimore." Reported Mr. Shoemaker: his chain of 60 drug stores, featuring both counter and booth service operations, was selling hot tea.*

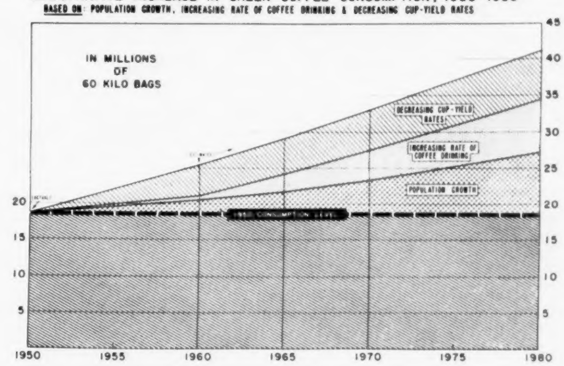
*—"Hot tea is hotter in restaurants"*

There is still much heated argument among tea men on the relative values of the various (raw tea manufacturing) methods; but it would seem that the deciding factor is the price obtained in auction, and here the "pros" seem to be in the majority. But there are indications that there will be more than enough of the new type of manufacture available, especially during the poorer quality periods, whereas buyers of orthodox teas are finding it increasingly difficult to secure their requirements at reasonable levels.

—Robert Compton, Chairman, Brewing Committee, Tea Association of the U.S.A.




POPULATION GROWTH AND CHANGES IN AGE COMPOSITION, 1950-1980
POPULATION 10 YEARS OF AGE AND OVER




ILLUSTRATIVE INCREASE IN GREEN COFFEE CONSUMPTION, 1950-1980
BASED ON: POPULATION GROWTH, INCREASING RATE OF COFFEE DRINKING & DECREASING CUP-YIELD RATES

# prospects for U. S. coffee consumption in the next 20 years

*Since the United States has long been the world's largest market for coffee, receiving about 55% or more of world green coffee imports in recent years, estimates as to the future of coffee consumption in the U. S. are of value to people in all parts of the industry.*

*Among these are the producing countries themselves, several of which rely heavily on coffee for dollars to purchase goods and services from the U. S.*

*In addition, individual growers, exporters, importers, retailers, shippers, bankers, container manufacturers and many others can use such figures to plan for the future.*

*Consumption estimates, covering the period from the present to 1980, have now been made possible by correlating recent population projections of the U. S. Bureau of the Census and known trends in coffee consumption since 1950 disclosed by the coffee-drinking studies made for the Pan-American Coffee Bureau.*

*Here are highlights from PACB's special study on the outlook for coffee consumption in the next 20 years. Copies of the full report are available from the Pan-American Coffee Bureau at 120 Wall Street, New York 5, N. Y.*

For purposes of making the estimates that appear in this report, we have (1) population growth, (2) rates of coffee drinking and (3) a rate of use of coffee per cup. Nothing has been said about changes in per capita disposable income (income after taxes) or coffee prices in the years ahead. Underlying our estimates are the assumptions that income will rise, which trend is forecast in a number of reports, and that coffee prices will not be at levels which might deter an increase in coffee consumption.

In its surveys of coffee drinking in the United States, the Pan-American Coffee Bureau defines the coffee-drinking population as all persons 10 years of age and older.

The size of the population 10 years of age and over has been growing steadily, and it is expected that this growth will continue at a high rate over the next two decades. Only 10 years ago the Bureau of the Census predicted a slower rate of population increase than later proved to be the case. As a result of continuing high birth rates that Bureau revised its estimate upward in 1953; but by 1958 the most optimistic of its 1953 projections had been exceeded somewhat, and it therefore has prepared new estimates.

Population growth during the next two decades will not be uniform for the different age groups within the total population. The uneven increase is of great importance for the coffee industry because the rate of coffee drinking varies considerably by age groups.

Persons in the ages 10-19 drink the least coffee, and our surveys from 1950 forward show that their average intake per day has remained relatively steady at .60 to .64 cups. Those are the years of transition to adult tastes in general and to coffee drinking in particular. Although the lightest coffee drinkers are adolescents, in their later years they form the most important group of coffee drinkers in the population. The 10-19 year olds are expected to have the same proportional importance in 1980 as in 1960, but their numbers will have increased 37%.

Persons 20-29 years of age are in the second formative stage of coffee drinking, and they consume a substantial quantity. Their prospective growth as a group is indeed striking: from 16% of the population in 1960 they are expected to increase to 21% in 1980 and their numbers, over the two decades, are expected to rise 80%.

Adults from 30-49 years of age have been the heaviest drinkers, and they probably will continue to be. Over the

(*Continued on page 74*)

# African producers join Latin Americans for first time in world coffee pact

***plan to step up consumption to build demand is included in new international agreement***

World coffee history was written in Washington, D. C., last month with the signing of a new International Coffee Agreement, to run from October 1st, 1959, to September 30th, 1960.

It took effect as the old Latin American agreement expired.

For the first time, African producers joined with Latin American countries in a coffee stabilization pact. Portugal, the French Community and the Cameroons signed the agreement, along with 15 coffee producing areas in the Americas.

Together, the signatory countries account for 85% of world coffee production.

The United Kingdom and Belgium remained outside the pact, but each indicated a desire to cooperate and specific figures it would try to observe as export limits, for the African areas they represent.

Ethiopia, India and Indonesia also remained outside the agreement.

The pact left the way open for non-participating countries to come in at any time.

To run for one year, the agreement calls for signatory countries to restrict exports either to (1) 90% of exports in the best export year of the last ten, or (2) 88% of exportable 1959/60 production, as estimated by the United States Department of Agriculture.

Some sources estimated that coffee available to the world under the quota agreement, together with exports from non-participating countries, will total around 41,500,000 bags.

The United Kingdom attached a "declaration" to the international agreement at the time of the signing which stated that efforts would be made to limit exports from Kenya, Tanganyika and Uganda to 2,262,000 bags during the agreement period.

Belgium also filed a "declaration" promising cooperation and study of coffee's problems, together with the aim of restricting exports by the Belgian Congo and Ruanda-Urundi to 1,370 bags during the 1959/60 season.

In addition to export quotas, the agreement specifically recognizes the need for promotion to increase the demand for coffee in consuming countries, and lays out a work program to accomplish this.

The signatory countries bind themselves to contribute "up to 25¢" for each 60-kilo bag exported during the coffee year of October 1st, 1958, to September 30th, 1959.

This contribution is to be in U. S. currency, its equivalent in convertible currency, or in the form of coffee.

Producing countries in the French community, and the Cameroons, will contribute at the fixed rate of 15¢.

The contributions are to go to a five-member commission within the board of directors of the agreement, three men to be appointed by Latin American countries, two by African countries.

The commission will distribute the funds to promotion organizations in the signatory countries.

The sections on promotion were set up to provide a practical yet flexible basis for cooperation by every signatory country, a leading spokesman indicated.

Some of the details—such as exact contributions by non-member countries, other than the French community areas—were left for later determination. In some instances, such decisions must be approved by legislative bodies within the countries concerned.

The promotion plans appear to parallel some existing or projected activities along these lines. These matters would be worked out on a spirit of cooperation on the basis of what's best for coffee promotion, the spokesman said.

For example, if these provisions in the agreement are realized to the full, the "crash" promotion program now underway in the U. S., based on contributions of coffee in kind, by key Latin American countries, would probably be absorbed in the new set-up, he indicated.

These matters will be worked out at meetings of the agreement directors and the five-man commission, yet to be named.

Dr. J. O. Santos, secretary of the Latin American Coffee Agreement, which expired on the eve of the new agreement, will serve as secretary of the new pact.

Individual country quotas will be broken down on a quarterly basis and will be issued by the board of directors of the new agreement.

Each quarterly quota, however, will not be a simple one-fourth division of the nation's total quota, but it will be compiled after taking various factors, such as the growing season, into account.

The quotas are applicable to countries considered to be

*(Continued on page 85)*

# Text of the International Coffee Agreement

*Here is the text of the historic pact in which, for the first time, African coffee growing areas were aligned with Latin America for stabilization and promotion objectives.*

*This text, an unofficial translation, is called "Final Act in the Negotiations for the Conclusion of an International Coffee Agreement."*

## PREAMBLE

The Governments of the countries signing this Agreement,

AWARE of the risks that the present imbalance between coffee production and its consumption represent, and of the constant accumulation of stocks in the producing countries, whose economies and standards of living are dependent mainly on the trade of this basic product,

AGREE that it is necessary, at the earliest possible opportunity, to effect studies that will permit coming to a long-term agreement capable of providing adequate solutions to a situation that is injurious equally to the interests of producers and consumers, and to insure normalization of trade in the coming years,

DECIDE to charge the respective Commission of the Coffee Study Group, whose seat is Washington, with effecting such studies with all possible diligence, with the cooperation of the competent international institutions, especially he United Nations Food and Agriculture Organization, the International Bank for Reconstruction and Development and specialized organs of the United Nations, and that, upon termination of the said studies, it propose a draft long-term agreement. These studies, wherein it will be advisible to have the participation of consuming countries, shall consider problems of production, consumption, stocks, and international trade; and, as an immediate step,

DECIDE to adopt the following provisions, which constitute a short-term agreement whose execution is intended, on the one hand, to prevent the deterioration of prices, which are injurious to the economies of all, and, on the other hand, to express the spirit of solidarity and cooperation which should serve as inspiration for the long-term agreement desired by all, a spirit which the Latin-American countries have already demonstrated during the last two coffee years.

## AGREEMENT

### Article 1
### PURPOSE

The purpose of the International Coffee Agreement is to adapt the supply of coffee to the demand for it, to insure the orderly placement of the product in world markets, and to foster its consumption throughout the world, thus contributing to the intensification of trade between producing and consuming countries.

### Article 2
### DURATION

The Agreement shall be in force for one year, effective October 1, 1959, and it may be renewed at the initiative of the Board of Directors after consultation with the signatory countries.

### Article 3
### BOARD OF DIRECTORS

Control of the execution of the Agreement and creation and adoption of all measures necessary for its application shall be the responsibility of a Board of Directors. This Board shall be composed of a representative from each signatory country or his alternates. The Board of Directors shall elect from among the chief delegates, and in a personal capacity, a Chairman and a Vice-Chairman, who may not delegate their authority. The Secretary General of the Latin American Coffee Agreement shall be in charge of performing the secretariat work of the present Agreement until the Board of Directors reaches a definite decision in this respect at its first meeting.

The Board of Directors, in addition to the duties and powers established by this Agreement, shall adopt its own regulations, approve its budget, issue reports on its activities, and settle special questions arising from the application of this Agreement and not covered herein.

The seat of the Board of Directors shall be the city of Washington, D. C. The Board of Directors shall meet at least once every two months, and it may meet in special session whenever a majority of the signatory countries request it. The Board of Directors will meet normally at its seat, except when it is deemed advisable to meet elsewhere.

### Article 4
### APPROVAL OF RESOLUTIONS

Every act of the Board of Directors shall reflect the opinion of the majority of the signatory countries. The consent of each country shall be required in every instance for it to be bound by the decisions of the Board of Directors.

### Article 5
### CONSULTATION AMONG PARTICIPATING COUNTRIES

Meetings that groups of signatory countries having common interests may hold for the adoption of additional measures tending to strengthen the objectives of the Agreement shall be under the auspices of the Board of Directors, who shall request the cooperation of the other signatory countries.

### Article 6
### QUOTAS

The signatory countries bind themselves to limit their coffee exports for the period of October 1, 1959, to September 30, 1960, in accordance with the quotas shown in Annex 1, or in accordance with those resulting from provisions set forth below.

The quotas were established while taking into account: (a) a figure of 90% of the exports that took place during the best calendar year of the last decade (1949-1958); (b) a maximum figure of 88% of the actual exportable production, according to the estimates of the United States Department of Agriculture.

For countries with an exportable production of less than two million bags, the Board of Directors, at the request of the said countries, shall proceed to readjust their quotas to a maximum of 88% of the exportable production estimated by the United States Department of Agriculture according to figures published in January of 1960.

Quotas are understood to be applicable to countries considered to be traditional consumers. Exports to the new markets covered in the list in Annex 2 shall be subject to the control established in accordance with the methods provided for in the said Annex.

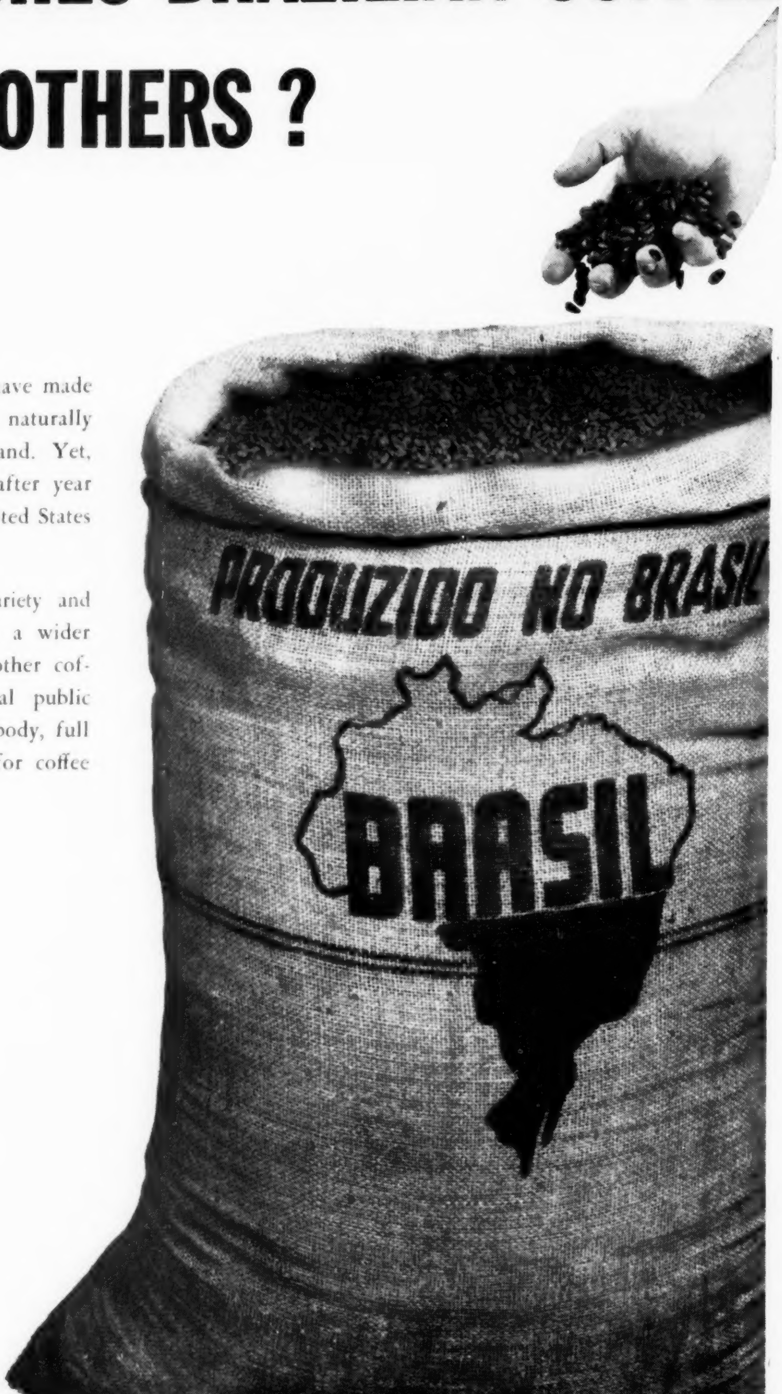
Quotas assigned to countries shall not be transferable from one to another, either in part or in whole.

### Article 7
### FLOW OF EXPORTS

The signatory countries may maintain their own export rate, but they

*(Continued on page 72)*

# WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?




**BRAZILS ARE PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

## PROMOTE BETTER BREWING

***Join the industry-wide campaign for heartier coffee***

**Text of the International Coffee Agreement**

*(Continued from page 69)*

bind themselves to combine their efforts so that the total export quota shall be proportionately and equitably distributed quarterly, in order to balance supply and demand.

To insure control of exports, the Board of Directors may employ the services of specialized auditing organizations of international standing.

### Article 8

INTERNAL CONSUMPTION

Each signatory country binds itself to adopt all measures that may tend to produce a substantial increase in its internal consumption.

### Article 9

PUBLICITY

The signatory countries consider it indispensable to carry out a publicity campaign for the purpose of increasing the demand for coffee in consuming countries. This campaign shall be co-ordinated by the Board of Directors.

The countries signing this Agreement have established a work program for this purpose; it appears in Annex 3. This work program shall be submitted to the Governments for its special consideration. During its first session the Board of Directors shall issue a definitive tatement on this program.

### Article 10

ADMISSION OF NEW MEMBERS

The present Agreement, while it is in force, shall be open to signature by the other producing countries that have not been able to give their approval as of the date of signature. The Board of Directors shall establish the conditions under which admission of the said countries may be accepted.

IN WITNESS WHEREOF the representatives of the countries enumerated below, members of the Coffee Study Group, sign the present Final Act of the negotiations pertaining to the establishment of an Agreement for the stabilization of the international coffee market.

The countries whose constitutional procedures require ratification shall be bound from the date on which they deposit the corresponding instruments with the Secretariat of the Board of Directors; however, the said countries bind themselves immediately to take all possible administrative measures for the execution of this Agreement and to insure its faithful and loyal application.

Signed in the city of Washington, D.C., on the twenty-fourth day of September in the year one thousand nine hundred fifty-nine, in three equally authentic copies, in the French, Portuguese and Spanish languages, which copies shall be deposited with the Secretariat of the Board of Directors, which shall forward certified copies thereof to the signatory countries.

Here follow signatures of representatives of these countries: Brazil, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, The French Community and the State of Cameroons, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Peru, Portugal, Venezuela.

## Trade Roast

By DOUGLAS WOOD

### ANNEX 1

**Foreign Export Quotas for the Coffee Year 1959-1960**

(ARTICLE 6)

| | (Thousands of 60-kilo bags) |
|---|---|
| Brazil | 17,431 |
| Colombia | 5,969 |
| Costa Rica | 694 |
| Cuba | 312 |
| Dominican Republic | 398 |
| Ecuador | 455 |
| El Salvador | 1,259 |
| French Community and State of Cameroons | 638 |
| Guatemala | 1,085 |
| Haiti | 500 |
| Honduras | 176 |
| Mexico | 1,303 |
| Nicaragua | 344 |
| Panama | 10 |
| Peru | 251 |
| Portugal | 1,165 |
| Venezuela | 660 |

### ANNEX 2

**New Markets**

Coffee exports that signatory countries make to new markets shall not be charged to their respective quotas. The following countries are understood to be "new markets": Bulgaria, Ceylon, mainland China, China (Taiwan), Hungary, Iran, Iraq, Japan, Republic of Korea Democratic People's Republic of Korea, the Philippines, Poland, Thailand, Union of Soviet Socialist Republics, Republic of Viet-Nam, and Democratic Republic of Viet-Nam.

In order that shipments made to a new market will not be diverted or re-exported to the traditional market, the exporting country shall require from the importing country the banking or contractual guarantees necessary for this purpose.

Coffee bags destined for new markets shall be marked in such a way as to be easily identifiable at any time, and exporting countries shall advise the Board of Directors of these markings. The respective shipping documents shall specify the ultimate port of destination, and in no instance can shipments be made with an option as to the port of destination. In no instance will sales on consignment be permitted.

Whenever a signatory country exports coffee to a new market, it shall notify the Board of Directors within 30 days following date of shipment; the country concerned shall furnish all the detailed information necessary to enable the Board of Directors to ascertain that the requirements established in this Agreement have been met.

All shipments destined to a new market that are diverted or re-exported, whether in part or in whole, to traditional markets shall be deducted from the export quota of the producing country by the Board of Directors.

The Board of Directors shall endeavor to insure that the importing countries require the certificate of origin and the customs certificate on each shipment, in order thus to facilitate the control of possible re-exports, from new markets to traditional markets.

*(Continued on page 101)*

# "Mark my word"

By MARK HALL

## FRIENDSHIP

Much has been written on the subject of friendship. There doesn't seem to be any law against MY making the attempt. Besides, coffee is a friendship drink.

Friendship in the coffee business blends two elements, self interest and mutual interest. Self interest can throw two men together who have a mutual interest, and out of it a friendship could grow which is stronger than either.

To be a good friend, you can't always place your own brand first. The best deal is to have a friendship which yields more margin than either self interest or mutual interest.

You should have friends who will survive your retirement, changing economic or social status, good luck or bad.

You can't hold friends and at the same time believe you have the privilege of roasting them.

Men seem to make friends more readily in their own business, club or social group. The real test comes if friendship can survive removal from one of these.

Friendship can be the difference between success and failure in the coffee business—or any other department of life. Therefore, the faculty for it is worth cultivating. However, if cultivated for mere profit, the effort defeats itself.

Some men have a talent for friendship, for others it means work and a few never find it. For those who have the talent and don't do a little cultivating, it can be lost. When it comes the hard way, the taste is even sweeter.

## *prospects for U.S. coffee consumption*

*(Continued from page 67)*

two decades their numbers will rise only 15%, and their proportion of the total will fall from 33% to 28%.

People 50 years of age and over will, in 1980, make up about the same proportion of the total population as in 1960, but their numbers will increase 39%. This older age group has been increasing notably since 1950 and will continue to increase as a result of declining death rates. Over the next two decades there will be a slow rise in the proportion of the older people over 70 years of age. From 50 years of age onward, the rate of coffee drinking, as shown by our studies, steadily declines.

Since 1950, coffee drinking in the United States has steadily increased. This is shown by the surveys made for the Pan-American Coffee Bureau. With the exception of 1952, a survey has been conducted each winter from 1950 through 1959. In addition, five summer surveys have been made.

The average coffee-drinking rate in 1959 was 23.5% above that of 1950, and the average rate of increase from 1950 through 1959 was 2.4% per year (based on compound increment).

The trend of the 1950's may continue into the next decade, but it may proceed at a diminishing rate. In any event, a satisfactory rise in coffee drinking can only be assured by promotional effort; the coffee industry cannot regard the national franchise as some well-placed individuals can regard their sinecures.

During the past decade, substantial gains in coffee drinking were recorded for all groups from 20 years of age and up, but the rate for the 10-19 year old group showed little change. Well-directed promotional efforts could result in some increase in the coffee-drinking rate of the 15-19 year olds, who in the past years have drunk an average of about 1.1 cups per person per day. Substantial gains have been made in the age group 20-29, and it appears reasonable to assume that the rate for that group can, with effective promotion, be increased, as it can for the coffee-drinking population in general.

The mainstay of the coffee-drinking population is the age group 30-49. As already noted, that group is going to have the smallest degree of growth in the period 1960-80 and its proportion of total population will decline. Persons in those ages drank coffee at the rate of 3.00 cups per day in 1950 but currently they are consuming at a rate of 4.00 cups per day. The increase of one cup per person per day was the result of more coffee drunk between meals, at work and in the home. In fact, the over-all gains in coffee drinking resulted mainly from between-meal drinking, and this development must in large measure be attributed to coffee-break promotion.

To increase the coffee drinking of the 30-49 year olds from 4.00 to 5.00 cups per day, it will be necessary for them to average one cup at each meal and at each of two coffee breaks, four cups at meals plus one cup at a coffee break, or to adopt some other daily pattern that will include the extra cup.

The studies made for the Pan-American Coffee Bureau over the past decade show a tapering off in coffee drinking by the group 50 years of age and above, as people become older, but they also show an increase in the average amount of coffee drinking by all the people in those groups between 1950 and 1958.

With further discoveries in the fields of medicine, further improvement in surgical techniques, a broader and more effective application of scientific principles in the field of geriatrics, and a more intelligent approach to the condition of aging, it may be expected that the senior citizens will drink more coffee. Of course, the elderly, who for one reason or another may be caffeine-cautious but who like

the taste and aroma of coffee, can have the beverage without caffeine.

With higher projected rates of coffee drinking and with forecasts of population increase, the next step is to calculate prospective aggregate cup consumption in the years ahead. Aggregate coffee drinking, in terms of cups per day, could increase 32% between 1960 and 1970, and 67% between 1960 and 1980—if the increased rates of coffee drinking are attained. This would mean that aggregate daily cup consumption would rise from 407,000,000 in 1960 and to 681,000,000 in 1980. The average number of cups drunk per person per day would increase from 2.89 in 1960 to 3.52 in 1980, or by almost two-thirds (.63) of a cup per day. An increase of that amount, given strong promotional effort, seems reasonable.

### Same rate?

As an alternative to the estimate just made, and for purposes of establishing a "lower" limit on aggregate cup consumption in later years, we can assume that the rate of coffee drinking will be the same in 1980 as in 1960. Should daily coffee-drinking rates not rise from the current level, the daily total will in 1960 be 397,000,000 cups, and in 1980 537,000,000 cups, or a gain of 35% over 1960. That percentage of increase would approximate that of estimated population growth (37%) over the 20-year period.

Having projected potential cup consumption per day, and per year, based on population growth and on assumed higher average rates of coffee drinking, we can translate cups of beverage into bags of green coffee. To calculate the total potential rise in coffee consumption over the next two decades, it is necessary to make assumptions as to the amount of green-coffee equivalent that will be used in the average cup of beverage. That factor must be taken into consideration in conjunction with population growth and rates of coffee drinking.

In the past two years the cup-yield rate for regular coffee has averaged about 64 cups per pound and for soluble coffee 73.6 cups per pound of roasted-coffee equivalent.

Soluble coffee now represents close to 20% of the coffee market in the United States in terms of aggregate cups drunk and 18.3% in terms of equivalent roasted coffee consumed.

In converting cups of coffee to green-coffee equivalent, it must be recalled that the cups of beverage are made from roasted coffee and that coffee in this form must be increased by the weight lost in the roasting process in order to put it on a green basis. The standard weight-loss factor in that process is 16%.

### Green coffee requirements

We will first convert aggregate cups of coffee into green-coffee requirements for certain years from 1960 through 1980, on the assumption that coffee-drinking and cup-yield rates remain at present levels, the only active factor being population growth.

On those assumptions, total green-coffee requirements of the United States would be higher by 6,600,000 bags, or 32%, in 1980 compared with 1960. This is not a static picture, but it could not be described as the most dynamic one; and unless the coffee industry works diligently to expand its market, coffee requirements could fall behind population increase.

In the next example, we combine population increase with

(Continued on page 83)

# YOURS for the asking

*The booklets listed below contain specialized information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.*

**8**—ICED TEA SERVER

This catalog sheet describes, concisely but adequately, an iced tea server in copper color finish and with ebony black trim. A glass gauge in a metal guard tells, at a glance, the amount of tea in the server. Large enough for 48 servings, the dispenser is simple to operate. It's West Bend Aluminum Co.'s Model 3508. West Bend, Wis.

**9**—SOLUBLE COFFEE PLANTS

An illustrated, detailed brochure describes the following instant coffee plant services available from Bowen Engineering, Inc., North Branch, N. J.: design, engineering, fabrication, erection, plant start-up, operator training. A detailed flow diagram is included.

**10**—URN BATTERIES

This four-page illustrated folder describes a series of coffee urn batteries considered by the manufacturer to be "as modern as 1961." Included are full details and specifications, including information about the gridded riser recommended by The Coffee Brewing Institute. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

**11**—PACKAGING EQUIPMENT

Modern rebuilt and fully guaranteed packaging and processing equipment is covered in this eight-page illustrated folder. Machines range from wrappers to cappers, from bag makers and fillers to grinders. Union Standard Equipment Co., 318-322 Lafayette St., New York 12, N. Y.

**12**—NEW PACKAGING EQUIPMENT

New can and jar packaging equipment is described in Bulletin 306, a four-page illustrated folder. It details the feature of equipment which automatically feeds, fills, packs and ejects cans and jars, with extreme and consistent accuracy. B. F. Gump Co., 1325 Cicero Ave., Chicago 50, Ill.

**13**—FAST CHANGE COFFEE FAUCET

This catalog describes a coffee faucet with a three-way shank so designed that it permits quick changes on coffee urns, even during rush periods and when the urn is full of coffee or hot water. This lets the coffee salesman concentrate on sales, rather than service, since he doesn't have to return later to service the urn. Wyott Manufacturing Co., P. O. Box 898, Cheyenne, Wyoming.

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## Guatemala marks 100th anniversary of coffee exports; notes contributions to industry

On October 12th, 1959, Guatemala celebrated the 100th anniversary of the first shipment of coffee exported from the country.

A special ceremony, in Guatemala City, commemorated the occasion, presided over by the President of the Republic, General Miguel Ydigoras Fuentes.

Members of the diplomatic and consular corps attended, as well as representatives of the 14 producing countries which make up FEDECAME.

Guatemalans have made significant contributions towards the development of the coffee industry, they point out, such as:

1. Development of soluble coffee, in 1913.
2. Invention of the first iron cylindrical pulp remover.
3. Invention of the disc pulp remover.
4. Invention, by Smmut and Okrassa, of the "retrilla," a machine that removes the dry hulls from the coffee beans.
5. Invention by Guardiola of the coffee dryer.

### Coffee buying by U. S. households in first half of 1959 near last year's level

Purchases by United States households of roasted coffee, both regular and instant, dropped 1.9% during the second quarter of this year compared to the same period of 1958, the Pan-American Coffee Bureau reports.

For the first six months, however, the amount was virtually the same as in the first half of last year.

A total of 399.6 million pounds of roasted coffee, represented in both the regular and instant types, was bought during the April-June period, as against 407.5 million pounds in 1958, according to a continuing survey made for PACB by the Market Research Corporation of America.

Sales of regular coffee were down 2.9% from the same period a year ago, and purchases of instant coffee were only 1.5% ahead of 1958.

This gain in the sale of instant coffee, PACB pointed out, represents the smallest rate of increase for this product recorded in any quarter during the last five years. The Bureau also noted that, for purposes of comparison, second quarter sales of coffee a year ago were unusually high.

### Folger to build new soluble plant in San Francisco

Plans for a multi-million dollar instant coffee manufacturing plant in San Francisco's Bay area have been announced by J. A. Folger & Co.

The new structure will rise on a 12-acre site in the Utah Construction and Mining Co.'s industrial park area of South San Francisco, reported Folger Vice President W. W. Budge.

Construction will start within the next few months, and completion is anticipated for late next year.

The Jack Y. Long Engineering Co., Oakland, is handling the engineering.

It will be Folger's fourth West Coast plant. The company's headquarters are in San Francisco, and plants are now operated in San Francisco, Portland, Los Angeles, Houston and Kansas City. A new plant is under construction in New Orleans.

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## Dr. Lockhart challenges Stanford prediction of cheap synthetic coffee in near future

The prediction that synthetic coffee may be "only months" away, made by the Stanford Research Institute in a report to the U. S. Senate Foreign Relations Committee last month, was challenged as an over-simplification of a highly complex problem.

"It may be possible to synthesize the aroma and taste components of natural coffee," declared Dr. Ernest E. Lockhart, Scientific Director of The Coffee Brewing Institute. "It will be theoretically possible to combine them, but it is highly doubtful that it can be done in the foreseeable future in a manner which will be commercially acceptable to consumers."

The Stanford report, prepared at the request of the Senate Foreign Relations Committee, also suggested that tea and cocoa ultimately might face competition from synthetic products, but that there seems to be no immediate prospect of such development.

"A number of laboratories in this country and abroad are presently seeking to identify the flavor compounds present in coffee," the report said. "Published research results indicate that over 30 volatile compounds have been identified, and that a mixture of the components already identified gave an aroma similar to the original natural essence. The analysis, it was reported, was still not complete, but would undoubtedly be completed in coming years, if not in coming months.

"When most, or even all, the compounds creating various coffee flavors are identified, thus providing knowledge of what causes the differences in aromas from different varieties of blends or roasts, there is little reason to doubt that a substitute (or even synthetic) flavor could be recreated."

Pointing out that flavor is a combination of taste and aroma, Dr. Lockhart said that natural coffee's aroma, which has so much to do with its enjoyment, is made up of at least 40 different chemical components, and there may be others yet undiscovered. In addition, there are half dozen major taste components which have been isolated, and there may also be additional ones.

"Putting these all back together in the proper quantities and proportions is going to be quite a laboratory feat, even in this day and age," Dr. Lockhart declared. "Even more complex is the problem of 'stabilizing' them, so that when a can or jar is opened to the air they will retain their basic characteristics and not take objectionable ones."

Commenting on the section of the Stanford report which indicated that synthetic coffee would be cheaper than regular coffee, Dr. Lockhart declared that "the possibility of achieving any real economies is very doubtful and the predicted low price is highly unrealistic."

"Until someone tries to produce coffee in this manner—and we have no knowledge that anyone is working on it seriously—we will, of course, not know what the resulting beverage will taste like," Dr. Lockhart said. "The chances are that it will no more resemble real coffee than do cereal coffee substitutes which have been on the market for over 60 years. And it is virtually certain that it will not replace regular coffee in the affections of real coffee lovers."

## New "foam mat" way to make instant powders developed by USDA

A new method of converting certain foods into high-quality instant food powders has been developed by scientists of the U. S. Department of Agriculture.

Called "foam-mat" drying, the new process involves whipping liquid food concentrates into a foam with the assistance of food additives that have been found satisfactory for the purpose, spreading the foam on a belt or tray, drying it in a stream of warm air, and finally compressing and crushing it into powder form.

The engineers report that they have made powders of good color and flavor from coffee, as well as from many other fruits, vegetables and food products.

Developed by engineers at the Western Utilization Research and Development Division of USDA's Agricultural Research Service, Albany, Calif., the new process may be expected to expand markets for foods that can be adapted to the process.

The fine structure of the foam created in the process remains stable even when the dried form is compressed into pellets, so that the powders can be reconstituted readily with water, even iced water, it was explained.

The foam-dried powders have the advantage of holding less moisture at a given relative humidity than spray-dried foods—such as ordinary powdered coffee—and therefore are less apt to cake than powders dried by other processes.

The amount of food additive needed to develop a satisfactory foam is equal to about 1% of the dry solids in the concentrate being whipped, according to the engineers. Close control of foam density can be provided, they say, by careful adjustment of the quantity of additive and the amount of whipping.

A. I. Morgan, Jr., L. F. Ginnette, J. M. Randall, and R. P. Graham of the Western Laboratory are credited with developing the new process.

Further research is underway on processing details and the development of equipment suitable for commercial application of the process.

### Coffee can volume up 4% In first half of 1959

Coffee can shipments during the first six months of 1959 were 4% higher than in the similar period last year, according to the Can Manufacturers Institute.

**Offerings of "crash" promotion coffee announced by NCA's Coordinating Committee**

Offerings of more than 41,000 bags of "crash" promotion coffee for the Pan-American Coffee Bureau were announced last month by the National Coffee Association's Coordinating Committee.

The committee was set up to make such offerings known, to see that samples are available, and to arrange for the opening of sealed bids in the presence of a PACB official.

***prospects for U.S. coffee consumption***

(*Continued from page 77*)

the higher future rates of coffee drinking already presented, and assume cup-yield rates to be the current ones. According to this projection, green-coffee requirements would be 13,400,000 bags, or 64%, greater in 1980 than in 1960.

The average number of cups of beverage obtained in households from a pound of regular coffee in 1949 was 46 cups. During the 1950's the figure moved upward until by 1957 it was 64. At the present time the cup-yield rate for coffee consumed outside of households is thought to be 55 cups per pound.

The yield rates for soluble coffee, which until 1954 did not constitute more than 10% of the market, was found to average 14.88 cups per ounce in 1955 and 13.8 cups per ounce in 1957.

The potential increase in coffee consumption that would result from reestablishing the full-bodied cup as an American institution is very substantial; so also is the increase that would result from a higher rate of coffee drinking and from population growth.

At current coffee-drinking and cup-yield rates, a total of 20,500,000 bags, or somewhat more, will satisfy green-coffee requirements in 1960; and continuation of those rates, but with population growth, could result in total requirements rising to more than 27,000,000 bags in 1980. However, if a growing population drinks coffee at the assumed higher rates and prepares coffee at the lower cup-yield rates, also assumed, total green-coffee requirements by 1980 would be 41,000,000 bags. This would be 13,900,000 bags, or 51.3%, more than the 27,100,000 bags projected on the basis of population growth alone.

Before proceeding to the concluding section of this paper, there are some points to be covered with regard to the estimates just presented.

1. Implicit in the illustrative rise in coffee use based on lower cup-yield rates and higher drinking rates is the question whether coffee drinkers will imbibe more of a coffee beverage that is fuller-bodied than at present. Some may contend that the drinking of a richer, more flavorful coffee is at odds with drinking more cups per day. The opposite view, which we hold, is that higher average rates of coffee drinking and of drinking a fuller-bodied beverage are in no way inconsistent, since the fuller-bodied beverage, by virture of its more interesting and enjoyable flavor, should encourage a more frequent drinking of coffee.

2. In making the estimates, a difficulty arose in assigning values to the soluble-coffee sector, first with respect to the relative size of that sector in the next 20 years and secondly

with respect to selecting an average rate of use of soluble coffee per cup. The first point was settled by arbitrarily assuming that the number of cups of soluble coffee consumed will increase its proportion relative to the total cups of all coffee consumed by 1% per year until 1965 and by 0.5% per year from then until 1980. In the latter year it is estimated that the proportion of cups of soluble would represent about one-third of the total cups compared with about one-fifth in 1958. The second point was resolved by selecting for soluble coffee an average yield rate of 12.5 cups per ounce, which would be comparable to about 67 cups per pound of roasted-coffee equivalent. If a taste in favor of a fuller-bodied cup of regular coffee comes about, it is thought that drinkers of soluble coffee also will want a beverage made with somewhat more coffee per cup.

3. In making the calculations, it was assumed that cup-yield rates are the same for both the household and non-household sectors.

### Takes promotion

Any substantial increase in green-coffee requirements over the next two decades will not come about automatically. Constant promotion, of extensive and intensive character, will be essential to encourage people to try and become accustomed to a better cup of coffee and lower cup-yield rates in order to make the most of the population increase ahead.

The opportunities for promotion are vast and the necessity of acting on them is imperative.

For example, we know that 25% of the households in the United States purchase about 50% of all coffee going into home consumption. Those are the heaviest purchasers. But at the other end of scale there is another 25%, the light buyers, who purchase only 6% to 7% of all coffee going into homes.

Again, 30.6% of all adults—those 20 years of age and over drink only one or two cups of coffee a day. The imperative aspect of the situation lies particularly in the fact that today's young people are tomorrow's adults, and that if the latter are to be coffee drinkers, they must be given more attention today. The increasing importance of the young people already has been demonstrated; both their numerical and relative growth in the years ahead will be large indeed.

### Competition, too

In concluding this paper, emphasis must be placed on the fact that coffee competes with certain other beverages, particularly tea, soft drinks and beer but that, at the same time, there are daily occasions when coffee is the principal beverage and that more of it could be drunk on those occasions. To seek to broaden markets is an attribute of the competitive system. The increased consumption potential for coffee clearly exists, but to make the most of it the industry must work in concert and promote vigorously but ethically. A widespread and continuous dissemination of the recipes for a good cup of coffee, and of the information that will help people to appreciate the satisfactions that come with good coffee, are basic themes in any campaign to sell more of the commodity in America and in other countries. The prospects are bright, but they will not be fully realized through partial endeavor. If the garden is fully cultivated instead of being half tended, the extra effort can be greatly rewarding.

### *African producers join Latin Americans*

(*Continued from page 68*)

traditional consumers. Exports to so-called "new markets" will not be charged to a respective nation's quota. Among the 17 nations listed as new markets are many Southeastern Asian countries, as well as the Soviet Union, Poland and Rumania.

The pact provides that an exporting country must provide banking or contractual guarantees that shipments to new markets will not be diverted or re-exported to traditional markets.

The British declaration reasserted Britains willingness to co-operate in an immediate and thorough examination of the world coffee situation so that the coffee group will be able to recommend by April, 1960, any measures needed to control production as well as exports.

Colombian Ambassador Jose Gutierrez Gomez, chairman of the world coffee committee which negotiated the agreement, said it "certainly will give firmness to the coffee market for the next two years, because I have no doubt that the pact will be renewed next year."

The ambassador pointed out that the signing of the pact by France and Portugal brought into the agreement 53% of African production.

J. R. S. Hafers, U. S. representative of the Brazilian Coffee Institute and president of the Pan-American Coffee Bureau, hailed the agreement as "the greatest forward step ever taken to bring stability to coffee."

Mr. Hafers told the annual meeting of the Tea and Coffee Association of Canada that the agreement will be of great benefit to consumers and growers alike.

He added that "it was high time that modern marketing procedures were applied to green coffee—a commodity which is grown for export by 54 of the world's nations and territories and whose value is second only to petroleum in world trade."

Speaking of the reasons for the agreement, Mr. Hafers declared, "There is a very substantial surplus of green coffee in the world, which poses a problem similar to that faced by Canadian wheat farmers. This surplus has been, and still is, a matter of grave concern to all producers, and especially to those of us in Latin America who depend so much upon coffee exports for the bulk of our foreign exchange earnings. But today, there is not the same depth of worry which a traveler might have found in our countries a year or more ago."

The reason for this, he stated, is that "we have taken great strides in our coffee stabilization programs and in the management of our coffee surpluses.'

"May I conclude with one more observation . . . and one which may have some significance in other fields of international endeavor," Mr. Hafers added. "During the past year or more of negotiations and conferences among representatives of the coffee world, we have learned to know one another better, our understanding of each other's problems has been enhanced, and we have arrived at a new era of tolerance and cooperation. That is good."

### Don De Corp. buys Suid firm

The Don De Corp., coffee importers and roasters, has acquired the Suid Wholesale Grocery Co., in that city, and will operate it as a wholly-owned subsidiary, M. E. Weiner, Don De president, has announced.

## *USDA ups estimate of 1959/60 world coffee production*

The second (September) estimates by the Foreign Agricultural Service, United States Department of Agriculture, of the world's 1959/60 world coffee crop and exportables have been increased over the first (June) estimate.

The newest estimate places total production at 67,400,000 bags and exportables at 57,500,000.

The first estimate was for a 66,000,000-bag crop and 56,100,000 exportables. (See August C & T I, page 12).

The revised 1958/59 total coffee crop has been placed at 60,000,000 bags, with exportables at 51,400,000.

North American coffee production for 1959/60 is estimated at 9,500,000 bags, 7,500,000 bags exportable.

This season's exportable crop in Costa Rica is expected to be slightly higher than the record 1958/59. Cuba's 1959/60 crop should be well above the relatively low 1958/59 level.

The Dominican Republic and Haiti are expected to have considerably larger crops in 1959/60, as this is the "on-year" in the production cycle. Haiti may have a record harvest.

Crop conditions continue favorable in El Salvador and Guatemala. Total production for 1959/60 in each country is estimated at 1,500,000 bags, with exportable estimated at 1,400,000 bags for El Salvador and 1,300,000 for Guatemala.

Coffee production in Honduras and Nicaragua continues to increase. Mexico's total 1959/60 crop is estimated at 2,100,000 bags, which would make Mexico the world's fourth largest producing country.

South America's total 1959/60 coffee production is estimated at 44,900,000 bags, with exportable production at 38,600,000. Total 1958/59 production in South America was 39,500,000 bags, with exportables amounting to 34,200,000 bags.

Brazil now expects this season's crop to reach 35,000,000 bags, the exportables 30,000 000. An exportable crop of this size would be 15% above 1958/59, about 45% above 1957/58, and an all-time record.

Colombia also expects its crop to reach an all-time record. It is now estimated at 8 000,000 bags, with exportables at 7,200,000. This would be 3,000,000 bags above the revised estimates for 1958/59. Rainfall has been generally adequate this year in the important producing areas. Last year dry weather reduced the harvest.

Production in Ecuador for 1959/60 is estimated at 550,000 bags, with an exportable of 500,000 bags.

Venezuela's crop is estimated at 850,000 bags, the same as for 1958/59.

Coffee production in Peru continues its upward trend, and is expected to total 400,000 bags in 1959/60.

(*Continued on page 101*)

# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

*Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.*

**Abbreviations for lines**

*Abl Trans Car—Ahlmann Trans Caribbean Line*
*Alcoa—Alcoa Steamship Co.*
*Am-Exp—American Export Lines*
*Af-Pac—African Pacific Line*
*Am-Pres—American President Lines*
*Arg-State—Argentine State Line*
*Am-W Afr—American-West African Line*
*B-Afr—Belgian African Line*
*Barb-Wn—Barber Wilhelmsen Line*
*Barb-Frn—Barber-Fern Line*
*Barb-W Afr—Barber-West African Line*
*Bl-Dia—Black Diamond Steamship Co.*
*Brodin—Brodin Line*
*Carib—Caribbean Line*
*Col—Columbus Line*
*Cunard—Brocklebanks' Cunard Service*
*Delta—Delta Line*
*Dodero—Dodero Lines*
*Eld-Dem—Elder Dempster Lines*
*Ell-Buck—Ellerman & Bucknell S.S. Co.*
*Farrell—Farrell Lines*
*Grace—Grace Line*
*Granco—Grancolombiana (New York), Inc.*
*Gulf—Gulf & South American Steamship Co., Inc.*
*Hellenic—Hellenic Lines Ltd.*
*Hoegh—Hoegh Lines*
*Hol-Int—Holland-Interamerica Line*
*Independence—Independence Line*
*Isthmian—Isthmian Lines, Inc.*
*JavPac—JavaPacific Line*
*K Line—Kawasaki Kisen Kaisha, Ltd.*
*Lawes—Lawes Shipping Co., Inc.*
*Lloyd—Lloyd Brasileiro*
*Lykes—Lykes Lines*
*Maersk—Maersk Line*
*Mam—Mamenic Line*
*Mormac—Moore-McCormack Lines, Inc.*
*Nedlloyd—Nedlloyd Line*
*Nopal—Northern Pan-American Line*
*Norton—Norton Line*
*PacFar—Pacific Far East Line, Inc.*
*PacTrans—Pacific Transport Lines, Inc.*
*Pioneer—American Pioneer Line*
*PTL—Pacific Transport Lines, Inc.*
*R Neth—Royal Netherland Steamship Co.*
*Robin—Robin Line*
*Scindia—Scindia Steam Navigation Co., Ltd.*
*SCross—Southern Cross Line*
*Sev-Stars—Seven Stars (Africa) Line*
*Swed-Am—Swedish American Line*
*Torm—Torm Lines*
*UFruit—United Fruit Co.*
*Wes-Lar—Westfal Larsen Co. Line*
*Yamashita—Yamashita Line*

**Abbreviations for ports**

*At—Atlantic ports*
*Ba—Baltimore*
*Bo—Boston*
*CC—Corpus Christi*
*Ch—Chicago*
*Chsn—Charleston*
*Cl—Cleveland*
*De—Detroit*
*Ga—Galveston*
*Gf—Gulf ports*
*Ha—Halifax*
*Ho—Houston*
*HR—Hampton Roads*
*Jx—Jacksonville*
*LA—Los Angeles*
*Ml—Montreal*
*Mo—Mobile*
*NO—New Orleans*
*NY—New York*
*Nf—Norfolk*
*NN—Newport News*
*Pa—Philadelphia*
*Po—Portland*
*PS—Puget Sound*
*Sa—Savannah*
*SD—San Diego*
*SF—San Francisco*
*Se—Seattle*
*St. Jo—Saint John*
*Ta—Tacoma*
*Va—Vancouver*

## COFFEE BERTHS

### ABIDJAN

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Tatra | Am-WAfr | U.S.A. 10/31 |
| 10/19 | Del Valle | Delta | NO11/13 Ho11/17 |
| 10/24 | Corneville | Am-WAfr | U.S.A.11/15 |
| 10/30 | Afr. Dawn | Farrell | NY11/19 |
| 11/1 | Salaga | Eld-Dem | NY11/18 Ba11/21 |
| 11/2 | Lorima | Bl-Dia | NY11/19 |
| 11/3 | Vinga | Sev-Stars | St.Jo11/16 Po11/19 NY11/23 Pa11/25 Ba11/26 Nf11/27 |
| 11/11 | Afr Glen | Farrell | NY11/27 |
| 11/14 | Sherbro | Eld Dem | NY12/1 Ba12/4 |
| 11/15 | Del Santos | Delta | NO12/6 Ho12/10 |
| 11/27 | Fernfiord | Am-WAfr | U.S.A.12/15 |
| 12/2 | Loulea | Bl-Dia | NY12/18 |
| 12/2 | Obuasi | Eld. Dem | NY12/18 Ba12/20 |
| 12/5 | Rosita | Sev-Stars | St.Jo12/17 Po12/21 Bo12/22 NY12/24 Pa12/28 Ba12/29 Nf12/30 |
| 12/13 | Del Alba | Delta | NO1/3 Ho1/7 |
| 12/15 | Tatra | Am-WAfr | U.S.A.1/15 |
| 12/15 | Eboe | Eld Dem | NY1/1 Ho1/3 |
| 1/1 | Tana | A-mWAfr | U.S.A.1/31 |

### ANGRA dos REIS

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/10 | Sandanger | Wes-Lar | LA11/9 SF11/11 Po11/17 Se11/19 Va11/20 |
| 10/10 | Mormacoak | Mormac | NY10/26 Bo10/29 Pa10/31 Ba11/1 Nf11/2 |
| 10/12 | Del Rio | Delta | NO10/30 Ho11/3 |
| 10/17 | Mormactide | Mormac | Ba11/6 Pa11/8 NY11/9 Jx11/2 Bo11/2 Ml11/16 |
| 10/22 | Del Campo | Delta | NO11/8 Ho11/12 |
| 10/29 | Del Sol | Delta | NO11/16 Ho11/20 |
| 10/31 | Porsanger | Wes-Lar | LA11/29 SF12/1 Po12/7 Se12/9 Va12/10 |
| 11/12 | Del Aires | Delta | NO11/30 Ho12/4 |
| 11/15 | Mormacowl | Mormac | NY12/1 Bo12/5 Pa12/7 Ba12/9 Nf12/10 |
| 11/26 | Del Mundo | Delta | NO12/14 Ho12/18 |

### BARRIOS

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/10 | Brattingsborg | UFruit | Ho10/16 NO10/20 |
| 10/12 | Artic Tern | UFruit | NY10/19 |
| 10/17 | Telde | UFruit | Ho10/23 NO10/25 |
| 10/19 | Arctic Gulf | UFruit | NY10/26 |
| 10/20 | Flynderborg | Carib | NY10/27 |
| 10/23 | Box Hill | UFruit | Ho10/29 NO10/31 |
| 10/26 | Jytte Skou | UFruit | NY11/2 |
| 10/27 | Lovland | Carib | NY11/3 |
| 10/31 | Brattingsborg | UFruit | Ho11/7 NO11/10 |
| 11/2 | Arctic Tern | UFruit | NY11/9 |
| 11/6 | Lempa | UFruit | Ho11/12 NO11/14 |
| 11/9 | Arctic Gull | UFruit | NY11/16 |
| 11/13 | Box Hill | UFruit | Ho11/19 NO11/21 |
| 11/16 | Jytte Skou | UFruit | NY11/23 |
| 11/20 | Christiane | UFruit | Ho11/26 NO11/28 |
| 11/23 | Arctic Tern | UFruit | NY11/30 |
| 11/27 | Lempa | UFruit | Ho12/3 NO12/5 |
| 11/30 | Arctic Gull | UFruit | NY12/7 |
| 12/4 | Box Hill | UFruit | Ho12/10 NO12/12 |
| 12/7 | Jytte Skou | UFruit | NY12/14 |

### BUENAVENTURA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/17 | Cd de Cali | Granco | Ho10/26 NO10/28 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/17 | Grenanger | Granco | Bo10/26 Mi11/3 To11/6 |
| 10/18 | Rep de Colombia | Granco | LA11/8 SF11/12 |
| 10/19 | Merchant | Gulf | Ho10/27 NO11/3 |
| 10/27 | Cd. de Medellin | Granco | Ho11/6 NO11/8 |

## CORINTO

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/20 | El Salvador | Mam | Ho10/29 NO11/2 |
| 10/21 | Costa Rica | Mam | NY11/3 |
| 11/13 | A vessel | Mam | NY11/29 |
| 11/15 | Managua | Mam | Ho11/24 NO11/28 |

## CORTES

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Brattingsborg | UFruit | Ho10/16 NO10/20 |
| 10/13 | Arctic Tern | UFruit | NY10/19 |
| 10/19 | Telde | UFruit | Ho10/23 NO10/25 |
| 10/20 | Arctic Gull | UFruit | NY10/26 |
| 10/21 | Flynderborg | Carib | NY10/27 |
| 10/25 | Box Hill | UFruit | Ho10/29 NO10/31 |
| 10/27 | Jytte Skou | UFruit | NY11/2 |
| 10/28 | Lovland | Carib | NY11/3 |
| 11/2 | Brattingsborg | UFruit | Ho11/7 NO11/10 |
| 11/3 | Arctic Tern | UFruit | NY11/9 |
| 11/8 | Lempa | UFruit | Ho11/12 NO11/14 |
| 11/10 | Arctic Gull | UFruit | NY11/16 |
| 11/15 | Box Hill | UFruit | Ho11/19 NO11/21 |
| 11/17 | Jytte Skou | UFruit | NY11/23 |
| 11/22 | Christiane | UFruit | Ho11/26 Bo11/28 |
| 11/24 | Arctic Tern | UFruit | NY11/30 |
| 11/29 | Lempa | UFruit | Ho12/3 NO12/5 |
| 12/1 | Arctic Gull | UFruit | NY12/7 |
| 12/6 | Box Hill | UFruit | Ho12/10 NO12/12 |

## CRISTOBAL

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/11 | Choluteca | UFruit | NY10/18 |
| 10/22 | Christiane | UFruit | NO10/27 |

## DAR es SALAAM

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/11 | Lawak | Nedlloyd | NY11/13 LA11/30 SF12/4 Po12/9 Se12/13 Va12/18 |
| 10/14 | Afr Crescent | Farrell | Bo11/17 NY11/19 |
| 10/25 | Espen | Af-Pac | LA12/6 SF12/9 Po12/13 Se12/16 Va12/18 |
| 11/8 | Friesland | Nedlloyd | NY12/10 LA12/27 SF1/1 Po1/6 Se1/10 Va1/15 |
| 11/12 | Afr Rainbow | Farrell | Bo12/14 NY12/16 |
| 11/28 | Afr Planet | Farrell | Bo12/31 NY1/2 |
| 12/12 | Saldanha | Af-Pac | LA1/25 SF1/28 Po2/1 Se2/4 Va2/6 |
| 1/19 | Arna | Af-Pac | LA3/12 SF3/15 Po3/19 Se3/22 Va3/24 |

## DJIBOUTI

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/21 | Lawak | Nedlloyd | NY11/13 LA11/30 SF12/4 Po12/9 Se12/13 Va12/18 |
| 11/18 | Friesland | Nedlloyd | NY12/10 LA12/27 SF1/1 Po1/6 Se1/10 Va1/15 |

## DOUALA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/15 | Salaga | Eld Dem | NY11/18 Ba11/21 |
| 10/20 | Corneville | Am-WAfr | U.S.A.11/15 |
| 10/26 | Lorima | Bl-Dia | NY11/19 |
| 10/27 | Vinga | Sev-Stars | St.Jo11/16 Po11/19 Bo11/20 NY11/23 Pa11/25 Ba11/26 Nf11/27 |
| 11/23 | Fernfiord | Am-WAfr | U.S.A.12/15 |
| 11/26 | Lowlea | Bl-Dia | NY12/18 |
| 11/28 | Rosita | Sev-Stars | St.Jo12/17 Po12/21 Bo12/22 NY12/24 Pa12/28 Ba11/29 Nf12/30 |
| 12/12 | Tatra | Farrell | U.S.A.1/15 |
| 12/28 | Tana | Farrell | U.S.A.1/31 |

## EL SALVADOR

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/20 | A. Volta | Italian | LA10/27 SF10/30 Va11/3 Se11/8 Po11/11 |
| 10/22 | Wyoming | French | LA11/4 SF11/7 Va11/11 Se11/15 Po11/17 |
| 11/15 | Washington | French | LA11/24 SF11/26 Va12/1 Se12/5 |
| 11/20 | G. Ferraris | Italian | LA11/27 SF11/30 Va12/3 Se12/8 Po12/11 |

## GUATEMALA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/18 | Santa Anita | Grace | LA10/25 SF10/27 PS10/31 |
| 10/21 | A. Volta | Italian | LA10/27 SF10/30 Va11/3 Se11/8 Po11/11 |
| 10/26 | Wyoming | French | LA11/4 SF11/7 Va11/11 Se11/15 Po11/17 |
| 11/18 | Washington | French | LA11/24 SF11/26 Va12/1 Se12/5 |
| 11/21 | G. Ferraris | Italian | LA11/27 SF11/39 Va12/3 Se12/8 Po12/11 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|

## LA LIBERTAD

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/16 | El Salvador | Mam | Ho10/29 NO11/2 |
| 10/17 | Texita | UFruit | Cr²10/21 |
| 10/17 | Costa Rica | Mam | NY11/3 |
| 11/9 | A vessel | Mam | NY11/29 |
| 11/11 | Managua | Mam | Ho11/24 NO11/28 |

## LA UNION

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/16 | Texita | UFruit | Cr²10/21 |
| 10/18 | Christiane | UFruit | Cr²10/21 NO10/27 |
| 10/18 | El Salvador | Mam | Ho10/29 NO11/2 |
| 10/19 | Costa Rica | Mam | NY11/3 |
| 11/11 | A vessel | Mam | NY11/29 |
| 11/13 | Managua | Mam | Ho11/24 NO11/28 |

## LOBITO

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Del Alba | Delta | NO11/2 Ho11/6 |
| 10/14 | Del Valle | Delta | NO11/13 Ho11/17 |
| 10/15 | Lubilash | B-Afr | NY10/13 |
| 10/28 | Lukala | B-Afr | NY11/26 |
| 11/9 | Del Santos | Delta | NO12/6 Ho12/10 |
| 12/7 | Del Alba | Delta | NO1/3 Ho1/7 |

## LUANDA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/11 | Lubilash | B-Afr | NY10/30 |
| 10/12 | Del Valle | Delta | NO11/13 Ho11/17 |
| 10/18 | Afr Dawn | Farrell | NY11/19 |
| 10/24 | Lubilash | B-Afr | NY11/13 |
| 11/2 | Afr Glen | Farrell | NY11/27 |
| 11/6 | Lukala | B-Afr | NY11/26 |
| 11/7 | Del Santos | Delta | NO12/6 Ho12/10 |
| 12/5 | Del Alba | Delta | NO1/3 Ho1/7 |

## MATADI

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/14 | Afr Dawn | Farrell | NY11/19 |
| 10/29 | Lubilash | B-Afr | NY11/13 |
| 11/3 | Afr Glen | Farrell | NY11/27 |
| 11/4 | Del Santos | Delta | NO12/6 Ho12/10 |
| 11/11 | Lukala | B-Afr | NY11/26 |
| 12/2 | Del Alba | Delta | NO1/3 Ho1/7 |

## MOMBASA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Afr Crescent | Farrell | Bo11/17 NY11/19 |
| 10/26 | Lawak | Nedlloyd | NY11/13 LA11/30 SF12/4 Po12/9 Se12/13 Va12/18 |
| 10/21 | Espen | Af-Pac | LA12/6 SF12/9 Po12/13 Se12/16 Va12/18 |
| 11/10 | Afr Rainbow | Farrell | Bo12/14 NY12/16 |
| 11/13 | Friesland | Nedlloyd | NY12/10 LA12/27 SF1/1 Po1/6 Se1/10 Va1/15 |
| 11/27 | Afr Planet | Farrell | Bo12/31 NY1/2 |
| 12/8 | Saldanha | Af-Pac | LA1/25 SF1/28 Po2/1 Se2/4 Va2/6 |
| 1/15 | Arna | Af-Pac | LA3/18 SF3/15 Po3/19 Se3/22 Va3/24 |

## PARANAGUA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/10 | Trader | Nopal | NY10/27 Ho10/30 |
| 10/10 | Antonina | Brodin | Ba11/10 NY11/12 Pa11/14 Bo11/16 Mi11/21 |
| 10/10 | Farida | Norton | NY10/29 Bo10/31 Pa11/4 Ba11/5 |
| 10/1 | Del Rio | Delta | NO10/30 Ho11/3 |
| 10/12 | Del Sud | Delta | NO10/28 |
| 10/13 | Colombia | Lloyd | NY10/30 |
| 10/13 | Mormactide | Mormac | Jx11/2 Ba11/6 Pa11/8 NY11/9 Bo11/12 Mi11/16 |
| 10/14 | Axeldyk | Hol-Int | NY11/1 Bo11/4 HR11/6 Chsn11/8 Ba11/11 Pa11/14 |
| 10/19 | Del Campo | Delta | NO11/8 Ho11/12 |
| 10/20 | Mormacwave | Mormac | NY11/9 Bo11/12 Pa11/14 Ba11/16 Nf11/17 |
| 10/21 | Cabo Orange | Lloyd | NO11/10 Ho11/15 |
| 10/22 | Lia | Brodin | Ba1/10 NY11/12 Pa11/14 Bo11/16 Mi11/21 |
| 10/22 | Argentina | Lloyd | NY11/10 |
| 10/22 | Progress | Nopal | NO11/8 Ho11/11 |
| 10/26 | Del Sol | Delta | NO11/16 Ho11/20 |
| 10/27 | Mormacsea | Mormac | Jx11/17 Ba11/19 Pa11/21 NY11/22 Bo11/25 Mi11/29 |
| 10/28 | Mormacrey | Mormac | LA11/24 SF11/27 Va12/7 Se12/9 Po12/11 |
| 10/28 | Alphacca | Hol-Int | NY11/15 Bo11/18 HR11/20 Chsn11/22 Ba11/25 Pa11/28 |
| 10/28 | Snefjeld | Nopal | NO11/16 Ho11/19 |
| 10/31 | Porsanger | Wes-Lar | LA11/29 SF12/1 Po12/7 Se12/9 Va12/10 |
| 11/2 | Mormacelm | Mormac | NY11/21 Bo11/25 Pa11/27 Ba11/29 Nf11/30 |
| 11/2 | Del Mar | Delta | NO11/18 Ho11/21 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 11/6 | Mormacteal | Mormac | Jx11/30 NY12/3 Bo12/6 Pa12/8 Ba12/10 Nf12/11 |
| 11/7 | Branco | Nopal | NO11/26 Ho11/29 |
| 11/9 | Del Aires | Delta | NO11/30 Ho12/4 |
| 11/11 | Mormacgulf | Mormac | LA12/8 SF12/11 Va12/20 Se12/22 Po12/24 |
| 11/12 | Mormacowl | Mormac | NY12/1 Bo12/5 Pa12/7 Ba12/9 Nf12/10 |
| 11/14 | Mormaclaird | Mormac | LA11/10 SF11/13 Va11/23 Se11/25 Po11/27 |
| 11/16 | Del Norte | Delta | NO12/2 Ho12/5 |
| 11/21 | Del Mundo | Delta | NO12/14 Ho12/18 |
| 11/21 | Honduras | Lloyd | NO12/11 Ho12/17 |

## RIO de JANEIRO

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/10 | Gerd Torm | Torm | NY10/25 Bo10/29 Pa11/1 Chsn11/4 HR11/5 Ba11/7 |
| 10/12 | Mormacoak | Mormac | NY10/26 Bo10/29 Pa10/31 Ba11/1 Nf11/2 |
| 10/13 | Del Rio | Delta | NO10/30 Ho11/3 |
| 10/14 | Sandanger | Wes-Lar | LA11/9 SF11/11 Po11/17 Se11/19 Va11/20 |
| 10/14 | Trader | Nopal | NO10/27 Ho10/30 |
| 10/15 | Colombia | Lloyd | NY10/30 |
| 10/15 | Del Sud | Delta | NO10/28 Ho10/31 |
| 10/15 | Antonina | Brodin | Ba10/30 NY11/1 Pa11/3 Bo11/5 Ml11/10 |
| 10/17 | Axeldyk | Hol-Int | NY11/1 Bo11/4 HR11/6 Chsn11/8 Ba11/11 Pa11/14 |
| 10/19 | Mormactide | Mormac | Jx11/2 Ba11/6 Pa11/8 NY11/9 Bo11/12 Ml11/15 |
| 10/23 | Brasil | Mormac | NY11/3 |
| 10/23 | Del Campo | Delta | NO11/8 Ho11/12 |
| 10/23 | Mormacrey | Mormac | LA11/24 SF11/27 Va12/7 Se12/9 Po12/11 |
| 10/25 | Mormacwave | Mormac | NY11/9 Bo11/12 Pa11/14 Ba11/16 Nf11/17 |
| 10/25 | Argentina | Lloyd | NY11/10 |
| 10/25 | Cabo Orange | Lloyd | NO11/10 Ho11/15 |
| 10/26 | Lia | Brodin | Ba11/10 NY11/12 Pa11/14 Bo11/16 Ml11/21 |
| 10/26 | Progress | Nopal | NO11/8 Ho11/11 |
| 10/30 | Del Sol | Delta | NO11/16 Ho11/20 |
| 10/31 | Mormacsea | Mormac | Jx11/17 Ba11/19 Pa11/21 NY11/22 Bo11/25 Ml11/29 |
| 10/31 | Alphacca | Hol-Int | NY11/15 Bo11/18 HR11/20 Chsn11/22 Ba11/25 Pa11/28 |
| 11/1 | Snefjeld | Nopal | NO11/16 Ho11/19 |
| 11/3 | Porsanger | Wes-Lar | LA11/29 SF12/1 Po12/7 Se12/9 Va12/10 |
| 11/3 | Mormacgulf | Mormac | LA12/8 SF12/11 Va12/20 Se12/22 Po12/24 |
| 11/5 | Del Mar | Delta | NO11/18 Ho11/21 |
| 11/6 | Mormacelm | Mormac | NY11/21 Bo11/25 Pa11/27 Ba11/29 Nf11/30 |
| 11/11 | Branco | Nopal | NO11/26 Ho11/29 |
| 11/13 | Mormacteal | Mormac | Jx11/30 NY12/3 Bo12/6 Pa12/8 Ba12/10 Nf12/11 |
| 11/13 | Argentina | Mormac | NY11/24 |
| 11/13 | Del Aires | Delta | NO11/30 Ho12/4 |
| 11/16 | Mormacowl | Mormac | NY12/1 Bo12/5 Pa12/7 Ba12/9 Nf12/10 |
| 11/19 | Del Norte | Delta | NO12/2 Ho12/5 |
| 11/25 | Honduras | Lloyd | NO12/11 Ho12/17 |
| 12/14 | Del Mundo | Delta | NO12/14 Ho12/18 |

## SANTOS

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/11 | Mormacland | Mormac | LA11/10 SF11/13 Va11/23 Se11/25 Po11/27 |
| 10/11 | Del Rio | Delta | NO10/30 Ho11/3 |
| 10/12 | Trader | Nopal | NO10/27 Ho10/30 |
| 10/13 | Antonina | Brodin | Ba10/30 NY11/1 Pa11/3 Bo11/5 Ml11/10 |
| 10/13 | Farida | Norton | NY10/29 Bo10/31 Pa11/4 Ba11/5 |
| 10/14 | Colombia | Lloyd | NY10/30 |
| 10/14 | Del Sud | Delta | NO10/28 Ho10/31 |
| 10/16 | Mormactide | Mormac | Jx11/2 Ba11/6 Pa11/8 NY11/9 Bo11/12 Ml11/16 |
| 10/16 | Axeldyk | Hol-Int | NY11/1 Bo11/4 HR11/6 Chsn11/8 Ba11/11 Pa11/14 |
| 10/21 | Del Campo | Delta | NO11/8 Ho11/12 |
| 10/22 | Brasil | Mormac | NY11/3 |
| 10/24 | Argentina | Lloyd | NY11/10 |
| 10/24 | Cabo Orange | Lloyd | NO11/10 Ho11/15 |
| 10/24 | Progress | Nopal | NO11/8 Ho11/11 |
| 10/24 | Lia | Brodin | Ba11/10 NY11/12 Pa11/14 Bo11/16 Ml11/21 |
| 10/26 | Mormacrey | Mormac | LA11/24 SF11/27 Va12/7 Se12/9 |
| 10/28 | Del Sol | Delta | NO11/16 Ho11/20 |
| 10/29 | Mormacsea | Mormac | Jx11/17 Ba11/19 Pa11/21 NY11/22 Bo11/25 Ml11/29 |
| 10/29 | Porsanger | Wes-Lar | LA11/29 SF12/1 Po12/7 Se12/9 Va12/10 |
| 10/30 | Alphacca | Hol-Int | NY11/15 Bo11/18 HR11/20 Chns11/22 Ba11/25 Pa11/28 |
| 10/30 | Snefjeld | Nopal | NO11/16 Ho11/19 |
| 11/4 | Del Mar | Delta | NO11/18 Ho11/21 |
| 11/5 | Mormacelm | Mormac | NY11/21 Bo11/25 Pa11/27 Ba11/29 Nf11/30 |
| 11/6 | Mormacgulf | Mormac | LA12/8 SF12/11 Va12/20 Se12/22 |
| 11/9 | Branco | Nopal | NO11/26 Ho11/29 |
| 11/12 | Mormacteal | Mormac | Jx11/30 NY12/3 Bo12/6 Pa12/8 Ba12/10 Nf12/11 |
| 11/12 | Argentina | Mormac | NY11/24 |
| 11/14 | Mormacowl | Mormac | NY12/1 Bo12/5 Pa12/7 Ba12/9 Nf12/10 |
| 11/18 | Del Norte | Delta | NO12/2 Ho12/5 |
| 11/24 | Honduras | Lloyd | NO12/11 Ho12/17 |
| 11/25 | Del Mundo | Delta | NO12/14 Ho12/18 |

## TANGA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Lawak | Nedlloyd | NY11/13 LA11/30 SF12/4 Po12/9 Se12/13 Va12/18 |
| 10/16 | Afr Crescent | Farrell | Bo11/17 NY11/19 |
| 11/9 | Friesland | Nedlloyd | NY12/10 LA12/27 SF1/1 Po1/6 Se1/10 Va1/15 |

## VICTORIA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/15 | Del Rio | Delta | NO10/30 Ho11/3 |
| 10/25 | Del Campo | Delta | NO11/8 Ho11/12 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/26 | Cabo Orange | Lloyd | NO11/10 Ho11/15 |
| 11/1 | Del Sol | Delta | NO11/16 Ho11/20 |
| 11/15 | Del Aires | Delta | NO11/30 Ho12/4 |
| 11/26 | Honduras | Lloyd | NO12/11 Ho12/17 |
| 11/29 | Del Mundo | Delta | NO12/14 Ho12/18 |

## TEA BERTHS

### CALCUTTA

| | | | |
|---|---|---|---|
| 10/10 | Excelsior | Am-Exp | Bo10/30 NY11/1 Pa11/4 HR11/6 Sa11/9 Chsn11/10 Ba11/14 |
| 10/10 | Steel Age | Isthmian | NO11/16 |
| 10/21 | Exchequer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 Chsn12/10 Ba12/14 |
| 10/21 | Steel Surveyor | Isthmian | NY11/28 NO12/7 |
| 11/9 | Steel Vendor | Isthmian | NO12/17 |
| 11/10 | Explorer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 Chsn12/10 Ba12/14 |
| 11/20 | Steel Recorder | Isthmian | NY12/29 NO1/5 |
| 11/21 | Express | Am-Exp | Bo12/13 NY12/15 Pa12/18 HR12/20 Sa12/23 Chns12/24 Ba12/28 |

### COCHIN

| | | | |
|---|---|---|---|
| 10/11 | Jackson | Am-Pres | NY11/13 Bo11/18 Pa11/20 Ba11/21 HR11/23 |
| 10/14 | Steel Flyer | Isthmian | Bo11/10 NY11/11 |
| 10/24 | Buchanan | Am-Pres | NY11/27 Bo12/2 Pa12/4 Ba12/5 HR12/7 |
| 10/30 | Exchequer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 Chsn12/10 Ba12/14 |
| 10/31 | Steel Architect | Isthmian | Bo11/27 NY11/28 |
| 11/1 | Drake | Hoegh | Bo12/3 NY12/4 Pa12/7 Ba12/8 Nf12/9 Ga12/14 Ho12/16 NO12/18 |
| 11/7 | Adams | Am-Pres | NY12/11 Bo12/16 Pa12/18 Ba12/19 HR12/21 |
| 11/13 | Steel Worker | Isthmian | Bo12/11 NY11/12 |
| 11/17 | Explorer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 Chsn12/10 Ba12/14 |
| 11/27 | Steel Executive | Isthmian | Bo12/25 NY12/27 |
| 11/30 | Express | Am-Exp | Bo12/13 NY12/15 Pa12/18 HR12/20 Sa12/23 Chsn12/24 Ba12/28 |
| 12/1 | Silvermoon | Hoegh | Bo1/3 NY1/4 Pa1/7 Ba1/8 Nf1/9 Ga1/14 Ho1/16 NO1/18 |
| 12/3 | Steel Recorder | Isthmian | NY12/29 NO1/5 |
| 12/11 | Santa Teresa | Isthmian | Bo1/11 NY1/12 |
| 12/30 | Steel Chemist | Isthmian | Bo1/26 NY1/27 |

### COLOMBO

| | | | |
|---|---|---|---|
| 10/14 | Steel Age | Isthmian | NO11/16 |
| 10/22 | Buchanan | Am-Pres | NY11/27 Bo12/2 Pa12/4 Ba12/5 HR12/7 |
| 10/28 | Drake | Hoegh | Bo12/3 NY12/4 Pa12/7 Ba12/8 Nf12/9 Ga12/14 Ho12/16 NO12/18 |
| 10/28 | Exchequer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 Chsn12/10 Ba12/14 |
| 11/1 | Steel Surveyor | Isthmian | NY11/28 NO12/7 |
| 11/5 | Adams | Am-Pres | NY12/11 Bo12/16 Pa12/18 Ba12/19 HR12/21 |
| 11/7 | Peter | Maersk | NY12/7 Ha12/21 |
| 11/15 | Steel Vendor | Isthmian | NO12/17 |
| 11/20 | Luna | Maersk | Ha12/14 NY12/17 |
| 11/28 | Express | Am-Exp | Bo12/13 NY12/15 Pa12/15 HR12/20 Sa12/23 Chsn12/24 Ba12/28 |
| 11/28 | Silvermoon | Hoegh | Bo1/3 NY1/4 Pa1/7 Ba1/8 Nf1/9 Ga1/14 Ho1/16 NO1/18 |
| 12/1 | Steel Recorder | Isthmian | NY12/29 NO1/5 |
| 12/8 | Olga | Maersk | NY1/8 Ha1/20 |
| 12/20 | Leda | Maersk | Ha1/13 NY1/16 |

### DJAKARTA

| | | | |
|---|---|---|---|
| 10/13 | Steel Architect | Isthmian | Bo11/27 NY11/28 |
| 10/16 | Pierce | Am-Pres | LA11/24 NY12/10 Ba12/16 Bo12/20 |
| 10/18 | Peter | Maersk | NY12/7 Ha12/21 |
| 10/24 | Steel Worker | Isthmian | Bo12/11 NY12/12 |
| 10/29 | Tyler | Am-Pres | LA12/9 NY12/25 Ba1/1 Bo1/5 |
| 11/8 | Steel Executive | Isthmian | Bo12/25 HR12/27 |
| 11/18 | Olga | Maersk | NY1/8 Ha1/20 |
| 11/24 | Santa Teresa | Isthmian | Bo1/11 NY1/12 |
| 12/13 | Steel Chemist | Isthmian | Bo1/26 NY1/27 |

### DJIBOUTI

| | | | |
|---|---|---|---|
| 10/13 | Goya Hoegh | Hoegh | Ha11/3 Bo11/4 NY11/5 Pa11/8 Ba11/9 Nf11/10 Ga11/15 Ho11/17 NO11/19 |
| 10/22 | Steel Flyer | Isthmian | Bo11/10 NY11/11 |
| 11/8 | Exchequer | Am-Exp | Bo11/29 NY12/1 Pa12/4 HR12/6 Sa12/9 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| | | | Chsn12/10 Bal2/14 |
| 11/8 | Steel Architect | Isthmian | Bo11/27 NY11/28 |
| 11/13 | Drake | Hoegh | Ha12/2 Bo12/3 NY12/4 Pa12/7 Ba12/8 Nf12/9 Ga12/14 Ho12/16 NO12/18 |
| 11/21 | Steel Worker | Isthmian | Bo12/11 NY12/12 |
| 12/5 | Steel Executive | Isthmian | Bo12/25 NY12/27 |
| 12/13 | Silvermoon | Hoegh | Ha1/2 Bo1/3 NY1/4 Pa1/7 Ba1/8 Nf1/9 Ga1/14 Ho1/16 NO1/18 |
| 12/22 | Sannta Teresa | Isthmian | Bo1/11 NY1/12 |
| 1/7 | Steel Chemist | Isthmian | Bo1/26 NY1/27 |

## HONG KONG

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/10 | Main | Pioneer | NY11/16 Ba11/20 Nf11/22 Pa11/24 |
| 10/12 | Hoover | Am-Pres | SF11/1 |
| 10/14 | Yamakimi Maru | Yamashita | NY11/18 Pa11/23 Ba11/24 Nf11/27 |
| 10/15 | Toreador | Barb-Wn | LA11/8 NY11/23 |
| 10/18 | Oregon Maru | K Line | SF11/12 NY11/26 |
| 10/18 | Effie | Maersk | LA11/11 NY11/26 |
| 10/20 | Minx | Pioneer | NY11/25 Ba11/30 Nf12/2 Pa12/4 Bo12/7 |
| 10/24 | Terukawa Maru | Kerr | NO12/20 Ho12/23 Ba12/25 |
| 10/24 | Jefferson | Am-Pres | LA11/9 NY11/25 Ba12/1 Bo12/5 |
| 10/25 | Turandot | Barb-Wn | SF11/18 LA11/20 NY12/5 |
| 10/27 | Tar Heel | PacFar | SF11/12 LA11/16 |
| 10/28 | Wilson | Am-Pres | SF11/15 |
| 10/30 | Ming | Pioneer | NY12/5 Ba12/9 Nf12/11 Pa12/13 |
| 11/3 | Chastine | Maersk | SF11/26 NY12/13 |
| 11/5 | Kimikawa Maru | K Line | SF11/22 LA11/24 NY12/10 |
| 11/5 | Kingsville | Barb-Wn | LA11/29 NY12/14 |
| 11/12 | Korean Bear | PacFar | SF11/28 LA12/1 |
| 11/14 | Yamataka Maru | Yamashita | NY12/18 Pa12/23 Ba12/24 Nf12/28 |
| 11/14 | Cleveland | Am-Pres | SF12/2 LA12/11 |
| 11/15 | Tagaytay | Barb-Wn | LA12/9 NY12/24 |
| 11/18 | Nicoline | Maersk | LA12/12 NY12/27 |
| 11/23 | Tyler | Am-Pres | LA12/9 NY12/25 Ba1/1 Bo1/5 |
| 11/24 | Golden Bear | PacFar | SF12/10 LA12/15 |
| 12/3 | Johannes | Maersk | SF12/26 NY1/12 |
| 12/14 | Yamawaka Maru | Yamashita | Pa1/23 Ba1/24 Nf1/27 |
| 12/18 | Marit | Maersk | LA1/11 NY1/26 |

## KOBE

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/11 | Rita | Maersk | SF10/25 NY11/11 |
| 10/11 | Fernfield | Barb-Wn | LA10/29 NY11/13 |
| 10/16 | Hoover | Am-Pres | SF11/1 |
| 10/21 | Main | Pioneer | NY11/16 Ba11/20 Nf11/22 Pa11/24 |
| 10/21 | Toreador | Barb-Wn | LA11/8 NY11/23 |
| 10/21 | Yamakimi Maru | Yamashita | Pa11/23 Ba11/24 Nf11/27 |
| 10/24 | Taft | Am-Pres | LA11/9 SF11/14 SF11/17 |
| 10/25 | Effie | Maersk | LA11/11 NY11/26 |
| 10/28 | Oregon Maru | K Line | SF11/12 NY11/26 |
| 10/31 | Minx | Pioneer | NY11/25 Ba11/30 Nf12/2 Pa12/4 Bo12/7 |
| 11/1 | Wilson | Am-Pres | SF11/15 |
| 11/2 | Turandot | Barb-Wn | SF11/18 LA11/20 NY12/5 |
| 11/3 | Terukawa Maru | K Line | NO12/20 Ho12/23 Ga12/25 |
| 11/10 | Ming | Pioneer | NY12/5 Ba12/9 Nf12/11 Pa12/13 |
| 11/10 | Van Buren | Am-Pres | LA11/26 SD12/1 SF12/14 |
| 11/10 | Chastine | Maersk | SF11/26 NY12/13 |
| 11/11 | Kingsville | Barb-Wn | LA11/29 NY12/14 |
| 11/17 | Taylor | Am-Pres | LA12/2 SD12/8 SF12/11 |
| 11/18 | Cleveland | Am-Pres | SF12/2 LA12/11 |
| 11/21 | Yamataka Maru | Yamashita | NY12/18 Pa12/23 Ba12/24 Nf12/28 |
| 11/21 | Tagaytay | Barb-Wn | LA12/9 NY12/24 |
| 11/25 | Nicoline | Maersk | LA12/12 NY12/27 |

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 12/10 | Johannes | Maersk | SF12/26 NY1/12 |
| 12/21 | Yamawaka Maru | Yamashita | Pa1/23 Ba1/24 Nf1/27 |
| 12/25 | Marit | Maersk | LA1/11 NY1/26 |

## SHIMIZU

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/13 | Rita | Maersk | SF10/25 NY11/11 |
| 10/14 | Fernfield | Barb-Wn | LA10/29 NY11/13 |
| 10/23 | Main | Pioneer | NY11/16 Ba11/20 Nf11/22 Pa11/24 |
| 10/24 | Toreador | Barb-Wn | LA11/8 NY11/23 |
| 10/24 | Yamakimi Maru | Yamashita | NY11/18 Pa11/23 Ba11/24 Nf11/27 |
| 10/26 | Taft | Am-Pres | LA11/9 SD11/14 SF11/17 |
| 10/27 | Effie | Maersk | LA11/11 NY11/26 |
| 10/30 | Oregon Maru | K Line | SF11/12 NY11/26 |
| 11/2 | Minx | Pioneer | NY11/25 Ba11/30 Nf12/2 Ba12/4 Bo12/7 |
| 11/4 | Turandot | Barb-Wn | SF11/18 LA11/20 NY12/5 |
| 11/12 | Ming | Pioneer | NY12/5 Ba12/9 Nf12/11 Pa12/13 |
| 11/12 | Van Buren | Am-Pres | LA11/26 SD12/1 SF12/14 |
| 11/12 | Chastine | Maersk | SF11/26 NY12/13 |
| 11/14 | Kingsville | Barb-Wn | LA12/9 NY12/24 |
| 11/20 | Taylor | Am-Pres | LA12/2 SD12/8 SF12/11 |
| 11/24 | Yamataka Maru | Yamashita | NY12/18 Pa12/23 Ba12/24 Nf12/28 |
| 11/24 | Tagaytay | Barb-Wn | LA12/9 NY12/24 |
| 11/27 | Nicoline | Maersk | LA12/12 NY12/27 |
| 12/12 | Johannes | Maersk | SF12/26 NY1/12 |
| 12/24 | Yamawaka Maru | Yamashita | NY1/18 Pa1/23 Ba1/24 Nf1/27 |
| 12/27 | Marit | Maersk | LA1/11 NY1/26 |

## TRINCOMALEE

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/12 | Steel Flyer | Isthmian | Bo11/10 NY11/11 |
| 10/28 | Steel Architect | Isthmian | Bo11/27 NY11/28 |
| 11/10 | Steel Worker | Isthmian | Bo12/11 NY12/12 |
| 11/24 | Steel Executive | Isthmian | Bo12/25 NY12/27 |
| 12/10 | Santa Teresa | Isthmian | Bo1/11 NY1/12 |
| 12/28 | Steel Chemist | Isthmian | Bo1/26 NY1/27 |

## YOKOHAMA

| SAILS | SHIP | LINE | DUE |
|---|---|---|---|
| 10/15 | Rita | Maersk | SF10/25 NY11/11 |
| 10/16 | Fernfield | Barb-Wn | LA10/29 NY11/13 |
| 10/18 | Hoover | Am-Pres | SF11/1 |
| 10/25 | Main | Pioneer | NY11/16 Ba11/20 Nf11/22 Pa11/24 |
| 10/26 | Yamakimi Maru | Yamashita | NY11/18 Pa11/23 Ba11/24 Nf11/27 |
| 10/26 | Toreador | Barb-Wn | LA11/18 NY11/23 |
| 10/28 | Taft | Am-Pres | LA11/9 SD11/14 SF11/17 |
| 10/31 | Effie | Maersk | LA11/11 NY11/26 |
| 11/3 | Wilson | Am-Pres | SF11/15 |
| 11/4 | Minx | Pioneer | NY11/25 Ba11/30 Nf12/2 Pa12/4 Bo12/7 |
| 11/6 | Turandot | Barb-Wn | LA11/20 NY12/5 |
| 11/6 | Terukawa Maru | K Line | NO12/20 Ho12/23 Ga12/25 |
| 11/14 | Van Buren | Am-Pres | LA11/26 SD12/1 SF12/4 |
| 11/15 | Chastine | Maersk | SF11/26 NY12/13 |
| 11/16 | Kingsville | Barb-Wn | LA11/29 NY12/14 |
| 11/19 | Cleveland | Am-Pres | SF12/2 LA12/11 |
| 11/21 | Taylor | Am-Pres | LA12/2 SD12/8 SF12/11 |
| 11/26 | Yamataka Maru | Yamashita | NY12/18 Pa12/23 Ba12/24 Nf12/28 |
| 11/26 | Tagaytay | Barb-Wn | LA12/9 NY12/24 |
| 11/30 | Nicoline | Maersk | LA12/12 NY12/27 |
| 12/14 | Ming | Pioneer | NY12/5 Ba12/9 Nf12/11 Pa12/13 |
| 12/15 | Johannes | Maersk | SF12/26 NY1/12 |
| 12/26 | Yamawaka Maru | Yamashita | NY1/18 Pa1/23 Ba1/24 NY1/27 |
| 12/31 | Marit | Maersk | LA1/11 NY1/26 |

* Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

| | Total Entries | Deliveries—from: Brazil | Others | Total | Visible Supply—1st of Month Brazil | Others | Total |
|---|---|---|---|---|---|---|---|
| **1957** | | | | | | | |
| November | 1,801 | 654 | 962 | 1,616 | 650 | 590 | 1,240 |
| December | 1,790 | 963 | 885 | 1,848 | 610 | 1,075 | 1,685 |
| **1958** | | | | | | | |
| January | 1,874 | 674 | 1,093 | 1,767 | 561 | 723 | 1,284 |
| February | 1,062 | 281 | 874 | 1,155 | 718 | 625 | 1,343 |
| March | 1,436 | 510 | 1,078 | 1,588 | 605 | 643 | 1,248 |
| April | 1,548 | 578 | 923 | 1,501 | 615 | 496 | 1,111 |
| May | 2,010 | 688 | 1,162 | 1,850 | 768 | 513 | 1,281 |
| June | 1,654 | 480 | 821 | 1,301 | 1,007 | 533 | 1,540 |
| July | 1,253 | 462 | 1,056 | 1,518 | 779 | 609 | 1,388 |
| August | 1,114 | 419 | 709 | 1,128 | 671 | 433 | 1,104 |
| September | 1,160 | 668 | 509 | 1,177 | 822 | 356 | 1,178 |
| October | 2,106 | 707 | 1,481 | 2,188 | 654 | 470 | 1,124 |
| November | 1,703 | 818 | 873 | 1,691 | 748 | 470 | 1,218 |
| December | 2,046 | 971 | 1,072 | 2,043 | 956 | 385 | 1,341 |
| **1959** | | | | | | | |
| January | 1,391 | 563 | 1,012 | 1,575 | 551 | 512 | 1,063 |
| February | 972 | 780 | 1,167 | 1,947 | 693 | 357 | 1,050 |
| March | 2,165 | 1,156 | 1,126 | 2,282 | 972 | 441 | 1,413 |
| April | 1,481 | 529 | 985 | 1,514 | 656 | 394 | 1,050 |
| May | 1,943 | 873 | 892 | 1,765 | 825 | 439 | 1,264 |
| June | 1,457 | 654 | 1,023 | 1,677 | 721 | 508 | 1,229 |
| July | 1,413 | 449 | 874 | 1,323 | 460 | 392 | 852 |
| August | 2,362 | 1,260 | 791 | 2,051 | 1,152 | 441 | 1,593 |
| September | 2,438 | 1,366 | 1,125 | 2,491 | 1,304 | 523 | 1,827 |

*Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)*

### Brazil sells coffee to East Germany

The Brazilian Coffee Institute announced the sale of 80,000 bags of coffee valued at $3,000,000 to East Germany.

The Institute added that it would seek to bolster coffee exports to Iron Curtain states as part of a campaign to dispose of as much as possible of Brazil's surplus.

### New rules clarify Angola grading

New regulations established for the grading of Angola coffee do not alter grades and standards now in use, according to United States government sources.

Procedures and marks are clarified and codified, and high inspection standards for coffee shipments are provided.



**the geography of Formosa tea**

*(Continued from page 46)*

many of these teas are actually "Assam seen blended."

The total tea area of this district is a little less than 2,000 acres. The elevation is in the range of 2,000 to 2,500 feet. The entire production is usually made into black teas. The plantings have more than doubled in recent years. Proper techniques in all phases of agricultural methods are followed, including fertilizing, cultivation, etc.—all under the guidance and supervision of JCRR (Joint Commission of Rural Reconstruction), a joint Chinese and U. S. venture. This non-political, non-profitable organization, has contributed a great deal in this respect, as well as in many other outstanding projects.

2. *Tung-Ting*: Adjacent to Yu-Chih, this area has similar geographic and climatic advantages. The acreage is small and the tea grown is of the indigenous variety (known there as "Tsai-Lai"). The production is usually made into better quality Pouchong teas for domestic consumption and for other Asian countries.

3. *Lao-Tien-Liao* (*LTL*): Considerably north of the above two areas is the district known as LTL. There are about 2,500 acres of tea plantation, and the elevation is about 1,200 to 2,400 feet. The plantation is divided among many independent growers. Manufacturers of better blacks, Oolongs, and Pouchongs all seek teas from this area. The tea itself is of the Indigenous variety. Some of the "Darjeeling type" and "Congou type" teas are made from crops in this area.

4. *Pei-Pu* (HOPPO): Tea acreage is smaller here than in LTL, and is controlled by a lim ted number of growers. The elevation is in the range of 800 to 1,500 feet. Teas from this district are usualy made into better blacks and Oolongs.

During the period of Japanese occupation, teas from this area were reported marketed under the name of HOPPO (Japanese pronunciation of Pei-Pu), and since then this name has left the impression with some people in the U. S. market of an estate or brand name. Actually, this name is by no means exclusive to any one manufacturer.

5. *Chu-Nan*: Between LTL and Pei-Pu lies the Chu-Nan district. Due to similar geographical and climatic conditions, the character of teas from this district is close to that from the neighboring areas. However, for some unknown reasons, this name is not as well known to outsiders.

6. *Wen-Shan*: The average elevation of this district is not over 1,000 feet, which is considerably lower than the other districts mentioned. However, it has produced some of the best teas on the island, especially the finer Oolongs and Pouchongs. Some assam seed teas were planted here about four years ago, in addition ot the indigenous variety. They will be on the market very soon.

In the "Medium" category, there are five districts. The quantity of teas produced in these districts constitutes the major portion of total Formosa tea production. It is all of the indigenous variety. The districts are:

7. *Chu-Tung*: The towns and villages included are Chu-Tung, Pao-Shan and Shang-Ping.

8. San-Chia: This covers San-Chia, Tu-Cheng, Shu-Lin, Hai-shan and Cheng-fu.

9. *San-Yi*, covering San-Yi, Hou-Lung and Tung-Lo.

10. *Kuan-Si*, a large district which takes in Kuan-Si, Ma-Wu-Tu, Sin-Pu and Kung-Lin. A substantial proportion of Formosa greens and blacks are made from teas from this district.

The "Fair" or lowest quality teas come from the north-western tip of the island, mainly from three districts:

12. *Lung-Tan*, another large district, covering Lung-Tan, Ling-Ting, Kuei-Shan, Lin-Kou, Yang-Mei and Pu-Shan.

13. *San-Chih*, which includes San-Chih and Shih-Men.

14. *Tan-Shui*, which takes in Tan-Shui and Ping-Ting.

Because of the increasing importance of these assam seed teas in the U. S. market, we want to clarify some of the questions most frequently raised. The Assam seed teas grown on the island are of four species:

A. Manipuri: This is by far the largest in quantity because of its greater rate of growth.

B. Kyang: This type has better resistance to unfavorable climate conditions.

C. Jaripuri: This is a type known for its flavor.

D. Shan: This type is scarce, but is most sought after because of its abundance of flavor and tip.

A good portion of the so-called Assam seed teas imported into the U. S. in the last few years has been mixed with other teas. To experienced blenders well made pure Assam seed teas can be used very favorably with teas from other origins, not merely from a price point of view, but for quality as well.

In addition to the new plantings in Wen-Shan district, which was mentioned earlier, latest reports indicate more expansion, beyond Yu-Chih to Hualien of the central part of the Island, following the recent completion of the cross-island highway. Therefore, more of this type of useful tea will be available in the near future.

# THE FLAVOR FIELD

**Section of Coffee and Tea Industries, formerly The Spice Mill**

# nutmeg and mace in Grenada

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

## Part 2

*This is another in the outstanding series of reports written by Dr. Guenther from on-the-scene observations. Copyrighted by Fritzsche Brothers, Inc., the report is published here by special arrangement.*

### *Historical Development*

The nutmeg tree (*Myristica fragrans* Houtt., fam. *Myristicaceae*) was introduced to Grenada about 1843, when the captain of a sailing ship coming from the East Indies left a number of nutmeg plants with his hosts in St. George. Since then, the tree has been planted all over the higher parts of the island, forming extensive groves with an almost unbroken canopy.

Prior to World War II, about 40% of the world's requirements of nutmeg and mace was supplied by Grenada, and prior to Hurricane Janet in 1955 the main income of the island was derived from the cultivation, preparation and export of nutmeg and mace.

### *The hurricane of 1955*

The nutmeg industry of Grenada was so badly damaged by the hurricane of 1955 that it might be well to describe some of the immediate and long-range effects of that disaster.

Until 1955, the island had been considered safe from hurricanes, as it was generally believed that it was located south of the known path of such storms. However, on the night of September 21st, 1955, hurricane Janet struck Grenada and did tremendous damage, destroying 75% of the nutmeg trees and most of the cocoa plantations.

As is usual with hurricanes, destruction was twofold, i.e., by wind and by rain. Violent winds destroyed trees, decapitating or uprooting them, while the heavy downpour made rivers and brooks swell into torrents, flooding the land, washing away earth and bridges and covering topsoil with rocks, debris and silt.

For months the roads were blocked by landslides, fallen trees and boulders. Tents had to be erected for the home-

While still fresh and pliable, the mace (arillode) is removed from the shell that contains the nutmeg.

less population and many a grower, small and large, lost everything because there had never been any insurance against hurricanes. On some of the nutmeg plantations, as much as 95% of the trees were destroyed; in other parts of the island the damage was relatively small.

The island is already beginning to recover, since in a tropical country vegetation grows rapidly and profusely. As it takes about 15 years to bring a newly planted nutmeg tree into full production, most landowners have planted banana trees as intermediate crops, because a banana tree will bear fruit as early as eight and a half months after planting. Bananas, however, are a poor man's crop (production is heavy all over the West Indies and Central America); therefore nutmegs have been replanted everywhere, but it will be at least eight years before the production figure for 1954 is reached again.

### *Botany*

*Myristiac fragrans* is a bushy tree with many spreading branches, growing to a height of 30 to 40 feet, and reaching a considerable age. In appearance it resembles the orange tree, but the fruit looks like a small peach with a kernel in the center. In most cases, the trees are unisexual,

only the female trees bearing fruit. The fruit ripens throughout the year and a tree may bear flowers and fruit at the same time. At the fruit matures on the tree, the freshly husk (pericarp) splits along the groove, revealing the bright scarlet network of the mace (arillode) which partly covers the glossy seed coat (shell or testa). The latter contains the seed; this, when dried, is the *nutmeg* of commerce. The crimson arillode, on drying, turns yellow; this is the *mace* of commerce. The ratio of nutmeg to mace is roughly six to one.

## Varieties

Some of the local growers in Grenada are of the opinion that several varieties of nutmeg exist on the island, some of them producing a spice of better qualiy than others. To ascertain whether this applies also to the flavor of the essential oil, ten pound lots of several varieties of nutmeg were shipped to Fritzsche Brothers in New York City for a closer study. However, trial distillation of these lots showed that there was little, if any, difference in regard to yield, physicochemical properties and flavor of the oils derived from these varieties. All experimental oils exhibited physicochemical properties typical of West Indian nutmeg oil and differed markedly from the oil derived from East Indian nutmeg oil (cf. Ernest Guenther, "The Essential Oils," Vol. V, p. 73). The latter is considered of superior flavor.

It has never been ascertained whether the difference between the East Indian and the West Indian type of nutmeg oil is caused by climatic and soil conditions, or whether perhaps the few nutmeg plants introduced more than a century ago from Indonesia happened to be of a somewhat inferior variety.

Agricultural and trade officials in Grenada are anxious to rehabilitate their nutmeg industry on a sound and advanced basis. Following a suggestion by the author, the Department of Agriculture in Grenada in 1957 introduced several hundred seeds of East Indian nutmeg trees from Kuala Lumpur (British Malaya), which have been planted in a nursery on the island and will be set out into the field as soon as possible. It is hoped that under local conditions they will retain their East Indian character and help gradually to raise the quality of the West Indian spice.

## Habitat

The nutmeg tree requires ample rainfall (not less than 80 inches per year) with intermittent sunshine. Hence, it does not grow in the coastal plains of Grenada—which are dry throughout much of the year—but at elevations ranging from 600 to 800 feet, where optimum conditions prevail.

The best soil is fertile red clay loam, of volcanic origin.

*(Next month: Planting, harvest, etc.)*



### Karl Landes named to ASTA board

Dr. Karl H. Landes, of Karl H. Landes & Co., Inc., New York City, has been elected to the board of directors of the American Spice Trade Association.

Dr. Landes fills the unexpired term left by the resignation of William E. Martin, of Wm. E. Martin & Sons Co., who had to step out of the office for reasons of health.

The Landes firm is a member of ASTA's importers and dealers section.

### Canada puts focus

*(Continued from page 48)*

direct aid. The High Commissioners of India and Ceylon, both of whom attended the Quebec conference, and A. D. McLeod, chairman of the Ceylon Tea Board, expressed on behalf of the people of the East a preference for prosperity based on a mutual exchange of goods and services rather than on gifts from other lands. Continuing on from the Canadiana project, the Tea Council is planning sponsored visits to India and Ceylon by Canadians as a later part of the program.

Beneficial results from Tea Week and other store and restaurant promotions were reported by Donald Langton, executive director of the Tea Council, who will be closely associated with the enlarged public relations program. Completing the overall picture were the announced plans of the advertising committee, calling for four-color advertising in the weekend papers, large scale radio spots and reduced television showings, all devoted to the theme of "Tea in Today's Modern Living."

The combination of a strong public relations campaign pointing up the place of tea in Canada's outdoor history and an advertising campaign showing tea being consumed by young moderns constitutes the Tea Council's challenge to other beverages in 1959 and 1960.

# San Francisco Samplings

By MARK HALL

■ ■ Speaking for San Francisco roasters, it is reported that business is good and even growing better. This is as it should be, with the rapidly increasing population found in the West. Furthermore, this is a condition common more or less to the country as a whole.

There is plenty of coffee available ex-dock or in near-bys. As the RCCA manifest indicates, large shipments have been received by local importers of green coffee and by roasters. Much of this is estimated by green men to be consigned coffee and much or most of the consigned coffee is last year's crop.

One green man said it didn't cup too well, but that is only one man's opinion. Another said that after this influx they would have dull business for at least two months. At least 30,000,000 bags are on the docks or enroute.

Prices are weak, but sources in producing countries are not selling at panic levels. In fact, they are endeavoring to hold prices.

The roaster finds that in this situation he can buy at will, and is in a position to make a more favorable deal for himself. He was able to buy No. 2's and No. 3's for less price than the quoted figures for No. 4's. Spots can accumulate in this market and depress the price, while spots in New York, which are mostly higher, are often cleaned out by such buyers as Maxwell and Nestle, who step into the market when favorable and buy all spots in sight.

The big spread continued, to the date of this writing, between Brazils and Colombians. In selling last year's crop at a low price, Brazil was able to unload vast quantities of coffee without affecting too much the quality market to come in the new crop. Centrals were largely off the market during the operation, and Colombians are under control. It is stated that Centrals are coming in earlier this year, and at the time of this writing are beginning to move.

■ ■ Folger's has purchased ground for a new multi-million dollar instant coffee plant, to be located in the bay area. Vice president W. W. Budge stated that the new structure will be on a 12-acre site in the Utah Consruction & Mining Co.'s Industrial Park area, in South San Francisco. Initial construction will begin in the next few months, with completion next year. This will be Folger's fourth plant on the West Coast.


**FRIENDSHIP**

**See**

**"Mark my word"**

**By Mark Hall**

***on Page 74***


■ ■ Ted Lucas, treasurer for Folger's, was with the 40 Bay Area business men who toured Russia at the invitation of Soviet Premiere Anastas Mikoyan. Folger's Instant was on display at the American Exposition in Moscow, and Ted had a chance to do a little promoting for Folger's while he was in Russia.

■ ■ Paxton & Gallagher, of Omaha, is entering the San Francisco market with a bang for their brand, Butternut. In the one-pound can buyers will find a 25-cent coin, and in the two-pound can there will be a 50-cent coin.

It was reported that at a Purity Store, a two-pound can of coffee was offered for 79¢. The 50-cent coin inside put the coffee cost at the rate of 14½¢ per pound.

■ ■ Mr. and Mrs. Weldon Emigh last month took a trip to Vancouver, B.C. on the coffee ship Hardanger. While the trip was mostly for a vacation, Weldon did not want to forget he was in the coffee business, which is why he traveled on a coffee ship.

■ ■ Elwood Wright is again this year visiting the capitals of Europe with his wife. London, Paris, West Germany, Rome are some of his stops.

■ ■ Tom Moss returned last month after a 30-day tour of the Lipton plants.

■ ■ R. H. Desch, Lipton's local sales manager, spent some time in Alaska waters fishing for salmon and trout. He should have some real fish stories to tell.

■ ■ Mr. and Mrs. Roberto Quinonez, and his mother, were recent visitors. He is a coffee grower in El Salvador.

■ ■ Mr. and Mrs. Antonio Bonilla, of Bonilla & Wilson, were in town last month. E. A. Johnson & Co. are their western representatives. The other member of the firm, Ed Wilson, visited the city the month before, with his wife, the former Jerry Oakley, of B. C. Ireland, Inc. They are now located in El Salvador.

■ ■ Raul Salaverria, coffee grower and financier, was another visitor from El Salvador.

■ ■ At the regular meeting of the Western States Tea Association last month, changing of the by-laws was discussed, with a view to bringing them up-to-date and broadening them to allow the admission of more new members.

The last words said were about the picnic, which by the time you read this will have gone into history.

A visitor, technically at least, was John Siegfried, who came out of his retirement and fishing long enough to spend some time at luncheon with his old friends.

## Southern California

By VICTOR CAIN

■ ■ Walter Dunn and Victor Cain, of the Dunn & Cain Co., Los Angeles, have announced the opening, on August 1st, of a second Dunn & Cain office. The new office is located at 25 California Street, San Francisco, and will be under the management of Donald Harvie. At present, their principal account is W. E. Waldschmidt & Co., Inc., New York City.

■ ■ Jack Arnold, general manager of the Huggins-Young Coffee Co., recently announced his marriage to Mrs. Beulah Danze. Jack and his bride drove to Las

(*Continued on page 101*)

# New York News

■ ■ A record registration of 175 marked the fall "conventionette" of the New York City Green Coffee Association.

It was held the weekend of September 18th-20th at the Otesaga Inn, Cooperstown, N. Y.

A business session Saturday morning was chaired by the association president, J. M. Clark.

George Gordon Paton told the meeting that the 1960's may well be one of the best decades ever for the United States coffee industry.

Directing his remarks to the younger members of the trade, Mr. Paton cited these specific factors for the bright outlook for coffee tonnage: continued economic growth, with a further increase in consumer purchasing power; a sharp increase in population, with the surge of war babies coming into coffee-drinking age; a slowdown in the growth of instant coffee's share of the market; a plentiful supply of green coffee for roasters, in the qualities they require; and an overall improvement in green coffee quality.

He also mentioned promotion by U.S. roasters and such organizations as the Pan-American Coffee Bureau.

Thomas W. Kelly, counsel to the association, called attention to the tremendous amount of work put into developing the current association contracts.

He said it would be extremely valuable if members had a working, day-to-day knowledge of the way the contracts and the arbitration system function.

He pointed out that if there were no arbitration system, it would mean going to litigation instead, taking far more time and money than under the arbitration method.

Mr. Kelly praised the United States courts as probably the best in the world. He emphasized, however, that problems peculiar to the coffee trade require a more suitable adjunct, the arbitration system.

Mr. Kelly announced a draft of a complete revision of the arbitration rules would soon go to the membership. He asked cooperation, advice—and, above all, sympathy with the goal of modernization and improvement of the rules.

A kickers' handicap tournament was held Saturday afternoon at the Cooperstown Country Club.

Mr. Kelly and H. A. Horwitz tied for first with a low gross of 91, with first going to Mr. Kelly on a match-off of cards.

Two Walters—Farmer and Davis—tied for third, each turning in a gross of 95.

C. T. Corey's 55 was good for first low net, trailed by H. W. Nolan with 56, and Paul Ritter with 60.

To M. C. Denson went the honor of high net, for his score of 86.

Mrs. Joanne Davis came through with a 111, to win the ladies' low gross.

While it was too cool at Cooperstown to use the swimming pool, the weather was, on the whole, good.

■ ■ A coffee man was honored last month in an industry fund-raising dinner which brought a veritable "who's who" of business, industry and politics to the event.

Seven hundred and twenty-five guests were seated in the grand ballroom of the Waldorf-Astoria for the dinner-dance honoring Albert Ehlers, Jr., president of Albert Ehlers, Inc.

The dinner was for the benefit of the Deborah Hospital, Brown Mills, N. J.

Among those with Mr. and Mrs. Ehlers on the dais were Harry L. C. Bendiks, of H. L. C. Bendiks, Inc.; Congressman Emanuel Celler; Charles H. Hirschhorn, president, National Tea Packing Co.; New York State Attorney General Louis J. Lefkowitz; Ludwig Neugass, president, L. Neugass & Co.; New York City Council President Abe Stark; and Lester Wolff, head of Coordinated Marketing Agency.

Mr. Neugass, who headed the committee in charge of the affair, introduced Mr. Wolff, toastmaster for the evening.

Mr. Ehlers was presented with Deborah's Tree of Life Award, a silver plaque on an ebony base.

■ ■ Moore-McCormack Lines, Inc., has inaugurated its new Brooklyn, N. Y., terminal.

At the foot of 23rd Street, in that borough, it is one of the largest and most modern steamship terminals on the eastern seaboard.

Under construction for the past two years, it is over 1,470 feet long and 230 feet wide. Storage space, both under cover and "farm" area, covers more than 475,000 square feet. This enormous space for cargo handling should eliminate congestion, it was emphasized.

The location makes it readily accessible from all areas for truck and lighter.

All equipment at the terminal is of the latest design, for specialized as well as general cargo handling. Moreover, stevedoring will be of the best, to match the new facility, it was indicated.

The two new luxury passenger liners, Brasil and Argentina, will continue to operate from Pier 32, North River.

■ ■ Fourteen West German coffee roasters and importers are touring the United States in a group to observe the workings of the coffee industry here.

In New York City, during a visit to the Pan-American Coffee Bureau, they got a behind-the-scenes look at coffee promotion and advertising.

At The Coffee Brewing Institute they watched a brewing demonstration and heard a summary of current CBI projects.

They also visited nearby roasting and soluble plants.

The tour called for a sightseeing stop at Niagara Falls, as well as visits to Chicago, Cincinnati, Washington and Philadelphia.

The 12-man two-woman delegation included Ernst Diegel, general manager, Fa. H. Hooss, Kassel; Miss Johanne Ohmstedt, treasurer, Joh. Jacobs & Co., Bremen; Ernst Schilling, general manager, Carlheins Lensing, Kaffee-Tee-Import, Berlin-Heinickendorf; Horst Ulrich, manager, roasting division, Edeka Import, e. G. m. b. H., Hamburg; Klaus Jacobs, Joh. Jacobs & Co., Bremen; Wolfgang Riederer, partner, J. Eilles, Munich; W. Bruderer, owner, KaTeeka A. G. fuer Import & Handel mit Kaffee, Tee und Kakao, Zurich, Switzerland; Ernst Heimbs, junior partner, Heimbs & Sohn, Braunschweig; Earl Kahlstorff, executive secretary, Verein der Kaffeeroester und Importeur, Sits Hamburg e. V., Hamburg; Ernst Dans, partner, Fa. Straeter Kaffee A. G. Essen; Mrs. Aenne West, owner, F. L. Schneider, Wupportal-H.; Friedrich Friedrich, owner, Bremer Rolandkaffee "Merconti", Bremen; Dr. Guenther Dahler, president and partner, Kaffee-G. m. b. H., Bremen-Nord; Guenter Braun, vice president, Firma EDUSCHO, Eduard Schopf, Bremen.

Also visiting New York as part of a tour of the United States, centering on coffee, were Adolf Groneweg, of Vox-Kaffee-Werke, Munster (West); and on his own, E. E. Kauler, manager of Hag A. G., Bremen.

■ ■ F. W. Hartmann & Co., Inc., general agents in the United States for the Hansa Line, was elected to associate membership in the Green Coffee Association.

Hansa Line has a regular monthly service from Red Sea coffee ports to U. S. North Atlantic and Gulf ports.

■ ■ Also elected to membership in the Green Coffee Association was the First National City Bank of New York.

■ ■ John C. (Jock) Haigh, formerly with Antony Gibbs & Co., Inc., has joined Littlejohn & Co., Inc., rubber importers at 120 Wall Street.

Well known in tea, Jock was a member of the Tea Association's Junior Board of Directors.

He had been with L. D. Seymour & Co., Inc., for six and a half years, and with Gibbs for two years.

Before that he had been in the producing countries for 14 years, especially in the export of tea, rubber and other commodities from the Malabar coast.

With Jock still in the neighborhood, perhaps tea people can still look forward to occasional sessions of his famous "Yorkshire" stories.

■ ■ Wtih Chock Full O' Nuts, it's getting to be a little like the tail wagging the dog.

The company's financial statement, issued last month for the year ending July 31st, showed that the coffee division accounted for 58% of the volume, while the restaurants accounted for 42%.

The net sales were $26,342,172, an increase of 7% over the year before.

# New Orleans Notes

By W. MC KENNON

■ ■ The Green Coffee Bowling League got off to a fast start September 15th, for their fall season. Rodney Abele, Leon Israel & Bros., Inc., secretary of the League, reports the following scores:

First high team, three-games, Dupuy Storage & Forwarding Corp., 2247; second high, Biehl & Co., 2149; third high, Delta Line, 2144.

First high individual, three-games, Ed Landry, Biehl & Co., Inc., 540; second, Bill Morgan, N. O. Board of Trade, Ltd., 507 (he's on the Biehl & Co. team; third, L. E. Dittmer, Delta Line, 485.

First high team game was Dupuy with 760; second, Delta Line, 741; third, Biehl & Co., Inc., 725.

First high individual game was rolled by Ed Landry with 203; second, Russell Hatfield, C. E. Bickford & Co., (on the H. L. C. Bendiks, Inc., team), 193; third, Floyd Keen, Hanemann and Cummings, 180.

■ ■ Mr. and Mrs. George W. Dodge and family have returned from a vacation in Highlands, N. C. He is vice president of the American Coffee Co.

■ ■ The annual outing of the New Orleans Green Coffee Association is slated for the end of the month.

Milton Ruth of Leon, Israel & Bros., Inc., is in charge of the golf. He will be assisted by Austin O'Brien of Byrne, Delay.

Louis Arnaud, of Lafaye and Arnaud, has been appointed chairman of the gin rummy games. He will be assisted by Tom Buckley, of Buckley and Forstall.

Golf starts at noon, with gin rummy in the afternoon and dinner at 7 p.m., with numerous prizes to be awarded. It's being held at Lakewood Country Club.

■ ■ Walter Snyder, of Nashville, Tenn., has been a business visitor at Leon, Israel & Bros., Inc.

■ ■ George G. Westfeldt, Jr., of Westfeldt Bros., has returned from a vacation in Fletcher, N. C.

■ ■ Mr. and Mrs. David A. Kattan are back from a trip to New York.

■ ■ The Cargo-liner James Lykes was launched September 12th, as the first of five cargo ships for the American merchant marine under its 15-year replacement program.

The 495-foot vessel was also the first of five to be built by the Ingalls Shipbuilding Corp., for the Lykes Brothers Steamship Co. under a $48,180,335 contract.

Under the 15-year program, Lykes plans to replace 53 ships at a cost of $500 000,000.

"Through this program of orderly replacement of our war-built fleet," Congressman Herbert C. Bonner said, the nation "will at last overcome the difficult problem of block obsolescence which has plagued us in the aftermath of two world wars."

Rep. Bonner, chairman of the Merchant Marine and Fisheries Committee in the House, said the launching was highly significant and a tribute to the crafts and skills of the growing industry in the Gulf area.

Mrs. Bonner christened the C-3 type freighter as it started its slide down the ways into the Pascagoula River. Her matron of honor was Mrs. Sherwood Smith of Lexington. N. C.

Joseph T. Lykes, of Tampa, Fla., Lykes board chairman. said the firm's new ships are being built for peaceful commerce but would be ready for any national emergency.

The president of Lykes Brothers. Solon B. Turman of New Orleans, said the James Lykes is the first private-fleet-owned U. S. flag liner type cargo vessel to be launched since before World War II. He said it is symbolic of the rebirth of the American merchant marine, as the forerunner of almost 275 other such vessels programmed for construction.

Other speakers were Clarence G. Morse, of Washington, D.C., chairman of the Federal Maritime board; Monro B. Lanier, vice chairman of Ingalls; and Frederick J. Mayo, Ingalls president.

The new vessel has a gross tonnage of 9,000, a designed speed of up to 1704 knots and 9,000 shaft horsepower. It will go into service next year, following outfitting, along with four other new Lykes ships.

■ ■ George McCaskey, advertising director of the Mississippi Shipping Co., and Mrs. McCaskey, have returned from a trip to San Antonio, Texas.

■ ■ Mr. and Mrs. Wilmer von Gohren are back from Maple City, Mich., where they went to fly back with their daughter from camp.

■ ■ Fred A. Wendt, assistant vice president of the Mississippi Shipping Co., was on a business trip to Chicago and New York.

## Chicago

By HARRY LANE

■ ■ The Toffenetti Retaurant Co. has received the Golden Cup Award presented by The Coffee Brewing Institute "for producing a fine beverage coffee in accordance with the highest brewing standards."

Eugene Laughery, CBI president, made the presentation to Dario Toffenetti and Dario Toffenetti, Jr.

A gold cup and saucer mounted on a walnut plaque was awarded to store managers of each of the seven Toffenetti restaurants in Chicago. In addition, 28 employees who make coffee in the restaurants were presented with Golden Cup cigarette lighters and cards.

In order to compete for the award, restaurants must draw off samples of coffee and submit them to CBI in New York City for laboratory analysis. Modern lab tests are applied which determine exactly the amount of flavor extracted from the coffee.

■ ■ Gervis E. McKenney, 80, of Lake Forest, Ill., active in the coffee business for more than 60 years, died last month in Highland Park Hospital. Mr. McKenney was in the sales department of H. H. Hixson & Co. He was a former president of the now defunct McKenney Import Association and of the Chicago Coffee Roasters Association.

Mr. McKenney, a World War I veteran, had been a Mason for more than 50 years and also a member of Knights Templar, Medinah Temple and St. Andrews Lodge.

Surviving is a daughter, Mrs. Isabelle Gates.

■ ■ Roger J. Kasper, well known to the Chicago coffee trade, has retired as general manager of the Grocers wholesale Co-Ops. Des Moines, Ia. Dale Merrick succeeds him as general manager.

■ ■ Stewarts Private Blend Coffee Co. has announced four executive appointments. Those named are Vincent Pompei, as assistant vice president of sales; John Pollaro, assistant vice president and coffee buyer; William Ramsey, assistant treasurer and assistant secretary.

## St. Louis

By LEE H. NOLTE

■ ■ The September golf party of the St. Louis Coffee Club was held at the Normandy Golf Club, in St. Louis County. Twenty played golf and 40 sat down for dinner.

The low gross score of 78 was made by Roy Roepke of the Continental Can Co. Next in line was an 80 by Bill Wells, of Packaging Equipment Co. Joe McKenna, of the McKenna Co. had an 80; Harold Schmidt, of R. C. Can an 81.

All of the golfers were awarded prizes, and everyone at dinner received a lovely attendance prize. Everyone must have had a good time, because they did not go home early.

The Christmas party will be December 15th at Le Chateau. A very fine program is planned and a good attendance is expected.

## USDA ups estimate

(*Continued from page 86*)

Africa's 1959/60 crop is now estimated at 10,600,000 bags, of which 10,100 000 would be exportable. This would be a record outturn for Africa, and about 5% above 1958/59.

Favorable weather in French West Africa and British East Africa are expected to bring bumper crops in those areas, and the crop in Tanganyika reportedly is maturing well. Record harvests are expected for most of the African countries.

The bad weather in March, 1959, in the Malgache Republic is now expected to considerably reduce the 1959/60 crop, but damage to 1958/59 production was not as serious as believed earlier.

Ethiopia's 1959/60 coffee crop is expected to exceed the rather low 1958/59 crop.

Asia and Oceania are expected to produce a total of 2,440,000 bags in 1959/60, with an exportable of 1,360,000 bags.

Indonesia and Yemen should equal their 1958/59 production. India will probably have a slight increase.

## Southern California

(*Continued from page 97*)

Vegas, Nevada, where the ceremony was performed. They then returned to Los Angeles and took off by air for a two week honeymoon in the Hawaiian Islands.

■ ■ Another great weekend of fishing, etc., was just held at the La Grulla Fish and Gun Club, in La Grulla, Mexico. This party was hosted by William White, of the Huggins-Young Coffee Co., and was attended by the following from both the roast and green trade: Earl Lingle, Lingle Bros. Coffee Co.; Lorrie Mosely and Fred Bartz, Breakfast Club Coffee Co.; Vic Cain and Walter Dunn, Dunn & Cain Co., Don Harvie, formerly with Beardsley & Williams Co., San Francisco; William E. Waldschmidt, formerly of Hard & Rand, Inc., New York City. (Bill has opened an office in New York for himself, to be known as W. E. Waldschmidt & Co., Inc. He is well known to all the coffee trade on the West Coast.)

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc., and his wife spent a two week holiday at the Fairmont Hotel, San Francisco. While there, Andy saw many of his old friends in the coffee trade.

■ ■ Bud Dominguez and his family just took off on a vacation in the San Francisco area. Bud is with J. A. Folger & Co., Los Angeles.

## Text of the International Coffee Agreement

(*Continued from page 72*)

### ANNEX 3

### Work Program for the Publicity Campaign to increase Coffee Consumption

(ARTICLE 9)

1. In order to finance the publicity campaign provided for in Article 9 of the Agreement, the signatory countries bind themselves to turn in a contribution to the Board of Directors. This contribution shall be of up to 25 cents, United States currency, or its equivalent in convertible currency, for each 60-kilo bag exported during the coffee year of October 1, 1958, to September 30, 1959, or its equivalent in coffee.

2. With reference to producing countries having special ties with France (States of the Community and the State of Cameroons), and also Portuguese overseas provinces, the contribution is fixed at 15 cents, United States currency, or its equivalent in convertible currency, for each 60-kilo bag exported during the above coffee year.

In order to round out the publicity activities, these same countries bind themselves to turn in to the respective publicity organizations a contribution based on purchases made, respectively, by France and Portugal while the Agreement is in force in the aforementioned countries.

3. Within the Board of Directors a five-member Commission, three of them appointed by the producing countries of Latin America and two appointed by the African countries, shall be in charge of distributing, among the publicity organizations it deems appropriate, the contributions turned in by the signatory countries.

4. With reference to consuming countries in which there is a national publicity organization approved by the Board of Directors, the former shall receive a subsidy equivalent to at least two-thirds the amount of the contribution corresponding to its imports from the signatory countries.

The remainder shall be at the disposal of the Commission in order that it may finance specific publicity campaigns it may deem advisable.

5. The Commission mentioned in paragraph 3 likewise will be in charge of coordinating publicity activities undertaken by the various approved organizations and, in particular, to specify the media to be employed in consuming countries not having their own organization.

6. Signatory countries are urged to turn in, no later than 30 days after signing the Agreement, an amount equivalent to one-fourth their respective total contribution. Subsequent payments shall be made quarterly.

## Dr. Bernard Proctor dead; did research on coffee

Dr. Bernard E. Proctor, head of the Department of Food Technology at the Massachusetts Institute of Technology, died last month. Dr. Proctor was well known in coffee circles for his research carried on in association with The Coffee Brewing Institute.

As supervisor of a number of coffee research projects, Dr. Proctor conducted important investigations into the various scientific aspects of coffee.

Among these were his investigation of the effect of impurities in water on beverage, chemical changes occuring in coffee during roasting, the effect of time and temperature on the flavor quality of beverage, the stability of vacuum-packed coffee, and the extraction rates of flavor materials from coffee.

## James J. Heekin dead

James J. Heekin, chairman of the board of directors of the Heekin Can Company since 1928, died in Cincinnati at the age of 87.

His father, the late James Heekin, a dealer in coffee, tea and spices, founded the can concern in 1901 to provide his own tin containers.

# Classified Exchange

**RATES**

½"—$3.50 1"—$6 2"—$11
3"—$15 4"—$18

**Situations Wanted: 5¢ per word; $1 min.**

**UNION** Rebuilt Machinery
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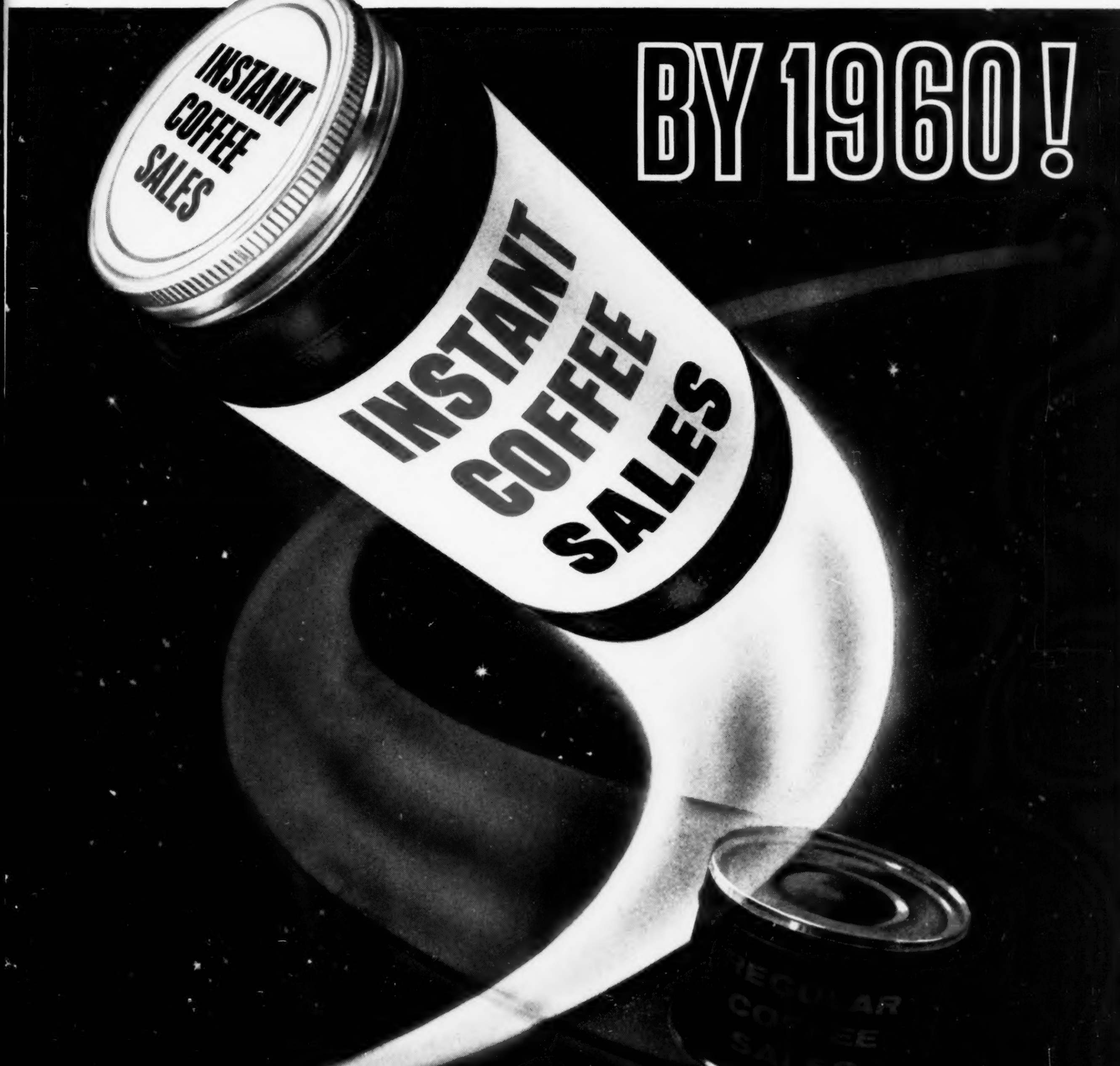


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